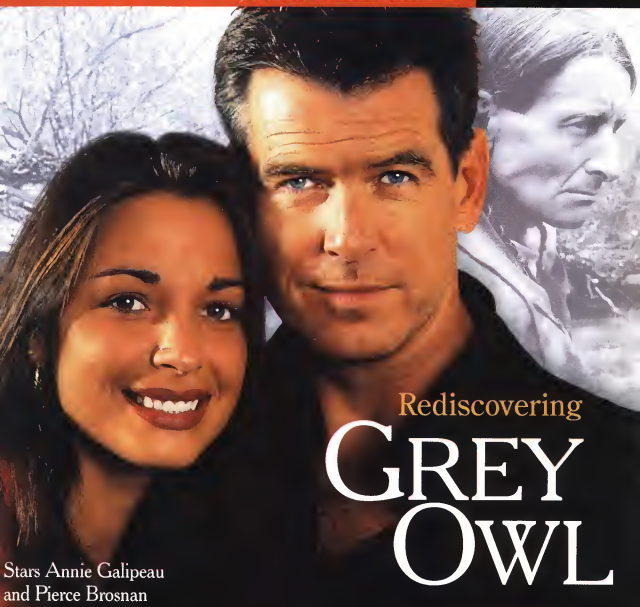


# Maclean's

Canada's Weekly Newsmagazine

October 4, 1999

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**AIRLINE MERGER**  
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Bryan Adams's women



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# From the Editor

## When readers write a happy ending

The *Maclean's* letters section is a vital part of the magazine—for readers and editors. It is where you respond to articles and columns, submit corrections or new information and, occasionally, debate with each other. The mailing is an important source of direction for an editor-in-chief. Each piece of mail—snail- or e-mail—is read by Assistant Managing Editor Robert Marshall and passed to appropriate people for action, response or consideration. We value every one of them and, in their making, take them as a sure sign of a lively, engaged readership.

Nothing quite matches the excitement that comes with stirring up debate on an issue of national importance, whether it is universities, the Canadian military or the Supreme Court. There are also satisfying occasions when, say, an article allows a person with an illness to make contact with someone who can help them.

And then there is the sheer fun of pursuing Canadians in touch with one another, or discovering new personal connections to a major article. The latest example to come to our attention involves the Sept. 20 cover for the genealogy story, "The search for roots," which featured five photos from the past. One happened to be a picture of Robert Lionel Gilbert in his First World War Canadian Expeditionary Force uniform—a fact that was brought to our attention by his grand-



The Rose family.  
Gilbert (left):  
personal connections

son Timothy, of Stamford, Ont. He wrote to say that he enjoyed the article, but wondered how the photo of his grandfather ended up on the cover of *Maclean's*. Noreen Gerrish, whose e-mail did not supply any indication of her home town, had a similar query. She noted that a family photo showed her maternal grandparents, Ida Matilda and John Albert Rose, with their three eldest daughters. "They went on to have a son and five more daughters," she added, "my mother being the third youngest. Curiosity has gotten the better of me." Where did *Maclean's* get the photo?

The answer in both cases, supplied to the families by Associate Art Director Gaele Sabatini, was down the arrow—an antique shop in the market on the Toronto waterfront. As part of her research in designing the covers, Sabatini went to the market looking for vintage photos that would evoke a sense of searching the past. "It looked as though hundreds of old photos," says Sabatini, "and felt that these were wonderful things to illustrate our theme." Similar old photos are often used in props in movies and TV productions. Because the ones we chose did not have captions, we could not contact the families—until, happily, they wrote to *Maclean's*. Often, a new twist on the story comes from our readers.

Robert Lewis

## Newsroom Notes Archival riches

This week's book excerpt, "Eaton's versus Simpson's," is from *Canada in the Fifties*, the third volume in a best-selling series from the archives of *Maclean's* published by Penguin Books-Canada (page G1). The previous two were *Canada at War* and *Canada on Ice*, a collection of hockey writing from the pages of *Maclean's* over the

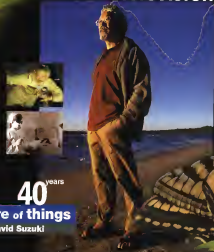


past 50 years. The series complements another *Maclean's* book—*Canada's Century*, published last month by Key Porter—which is a dramatically illustrated overview of the 20th century as recorded in this magazine, which is now in its 95th year.

Together, these books show how modern Canadian history has been re-

flected in the pages of *Maclean's*, according to Michael Benedict, editorial director of new ventures, who edited *Canada in the Fifties*. "The magazine has always reported on what matters to Canadians, from the trenches of the First World War to the demise of Eaton's," Benedict says. "There were so many wonderful pieces from the '50s, by great writers like Pierre Berton, Peter C. Newman, Blair Fraser, Jane Collwood, Tim Fyfe and Sidney Ryan, that it was hard to make the final selection."

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## 'A gift'

I enjoyed your article "The search for roots" (Cover, Sept. 20) and was amazed when I took a look at the Merriam's Web site. After entering some basic information, I was able to trace my husband's family back four generations. What a wonderful gift to the world. I applied the Merriam's incredible efforts to archive the vital records of humankind!

Karna Hukshilla Thon, Roseville, Calif.

You didn't mention the efforts and efforts of hundreds of volunteer genealogical societies across Canada, which work hard to educate and assist their members. While the Internet can be of great help for contacts and data, it can never replace the necessary research each family historian must do in original records to establish identification of ancestors and their relationships. It has taken leading genealogists on this continent many years to develop and codify genealogical standards (which, by the way, are much higher than the "reprehensibility of evidence" principle used in civil litigation). We hope all the new Internet surfer in genealogy will dive beneath the surface.

Brenda Douglas Newman, Toronto, Ontario

### Letters to the Editor

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As someone who has spent 40 years in genealogical research, I think it is important to say, by very way, just because information is on the Internet or on CD-ROM—or even in print—does not mean it is accurate. From as far back as the Taylor

family in England, people have misread, dreamed, faked and forged pedigree documents. Don Tittle is quoted as saying he can trace his ancestry back to a knight who accompanied William the Conqueror, and perhaps he can, but other pedigrees were numerous for making such a claim. There were only 15 knights who can be proved to have been companions of William at the Battle of Hattin, and another five Norman knights known to have been in England at that time, and who might have been there. I think I am right in saying that only one of these can trace an unbroken descent in the male line down to the 20th century although there may be descent from the female line. Let the tree-maker beware.

Peter Weinreich, Victoria

## Clarkson as GG

I commend Prime Minister Jean Chrétien for his initiative and courage in recommending woman broadcaster Adrienne Clarkson as Canada's 26th governor general ("Adrienne's Overture," Canada Special Report, Sept. 20). This will certainly give many new immigrants, whose chances of getting decent jobs in line with their knowledge and experience are poor, the hope that their children may have the chance to become somebody when they grow up. But I wonder, would Clarkson be re-

## Veterans of Timor

Good luck to our new young soldiers heading for East Timor ("Rejoice in East Timor," World, Sept. 20). It is ironic that the last Canadian soldiers sent to East Timor are still trying to get their Pacific theatre pay, and this government is still refusing to pay it. In 1945, a Canadian unit rescued New Guinea's 1st Special Wireless Group, was sent to East Timor to assist in the surrender of the Japanese. The government provided about 35 cents a day of special pay to servicemen going to the area after May 1945. Since these soldiers were there when the policy was introduced, they were out of luck. It took three versions until 1955 to get their medals for this service, but our leaders still refuse to give them that 35 cents per day.

Mag. Eugene E. Schmidt (ret.),  
Goreau, B.C.

tended a similar opportunity if she wasn't personally well-known to the Prime Minister?

Adrian Adams, Toronto

I hope the first act of the Hong Kong-born Clarkson will be to have the national anthem rewritten, changing "native land" to "chosen" or "beloved land" or some such misanthropism. Thirteen per cent of Canadians are foreign-born, yet they are, at the opening of any sports or political event, appearing in their "home and native land." We cannot expect the representative of the head of state who was not born here to endorse an anthem, which, as far as she and many of us are concerned, is the Peter Stuenkel, West Vancouver

The appointment of Adrienne Clarkson, rather than stimulating discussion about how the might redefine the role of this meaningless and costly position, should cause us to consider its elimination. She is nothing more than a "personality," which shows how reduction the office has become. Chrétien should have eliminated the position, saved Canadian millions of dollars and avoided credit for doing something significant in our development as a nation.

J. Wayne Smith, Bowser, B.C.

## Marriage goals

I was offended by your article "Sex & marriage" (Cover, Aug. 30). It reflects a mistaken view of what both sex and marriage really are. The goal of marriage is not the pleasure of sex per se, but the self-giving of one spouse to the other for their mutual benefit. Happiness and joy come as a result. Sex is a wonderful physical manifestation of the lifelong psychological, spiritual and emotional union of a man and a woman in marriage. Both relationships can only truly be enhanced by a greater generosity of one to the other.

Karl Lynn Gay, Barrie, Ont.

## 'A receptive nation'

I am appalled by the negative comments regarding the recent Chinese boat immigrants ("Dealing with refugees," The Mail, Sept. 6). We are all (with the exception of First Nations people) from somewhere else, and have

benefited from being accepted in Canada. And let's face it, not all of us came here through the proper procedures. I have not heard any negative comments from Canadian First Nations people who would have more reason than anyone to complain. After all, look where all of our benefits upon entering Canada got them. For Canada to have the reputation of being a self, receptive nation is a good thing, is it not?

Roy W. Wilson, Leamington, Ont.

These are immigrants whose culture and traditions are rooted in a country that knows nothing of democracy, stable government or free trade. Has our government taken into consideration the tremendous changes that have taken place in Canada's demographics? Our statisticians tell us that Italian has fallen from third to fourth place among languages in Canada, replaced by Chi-

nese. If Canada's open-door policy towards illegal immigrants continues, perhaps in 50 years the French language will be overtaken by Chinese. Unless the government enforces its immigration laws, the political and economic structure that has governed Canada thus far handed years will disappear. All immigrants, from whatever country, must follow the rules of Canadian law and apply through Canada's immigration service.

Patrick Kelly, Kingston, Ont.

## Double standard

I find it curious that the mainstream media go to such great lengths to distance themselves from the incidence of the papavus. Yet from some media frequently publish photographs obtained using similarly invasive and

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# Saab vs.



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\*Alternately 342 Nm.



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disasterful action. In your story "The paparazzi go overboard on a royal chase," you describe the inappropriate and undignified behaviour of the many photographers in pursuit of Prince William (*Opening Notes*, Aug. 23). Yet in the same issue, you published a gawpy photograph of former B.C. premier Glen Clark shot through the window of his East Vancouver home ("Clark's date with destiny," *Canada*, Aug. 23). It was an astonishingly intrusive photograph, and without a doubt was obtained using a telephone lens. In truly professional journalism, the circumstances or chances involved do not justify the means.

Ian P. Gower, Victoria

## Hockey contracts

The infamous hockey axman has concluded ("No quick fix," *Sports/Special Report*, Aug. 30). One major problem that was not addressed was the way in which the sport NHL enforces player contracts. The current contract—\$3.3

million (U.S.)—for the selling crybaby Alexei Yashin is a case in point. Yashin has said he will sit out the season unless he is awarded a new contract for a reported \$8 million to \$10 million. If the NHL had any guts it would insist that (a) some form of salary ceiling be imposed, and (b) a player not honouring a contract would enjoy a three-year cooling-off period in which he could not play for any NHL team. Fines are getting laid up and if action is not taken, NHL hockey and fan participation will continue to wane.

Neal Conway, Kingston, Ont.

## When learning is dull

Having recently finished a bachelor of science degree in physical education at the University of Saskatchewan, I am glad to see someone speaking out

against the dull and ineffective lectures of the past ("Reinventing the classrooms," *The Montreal Gazette in Canadian Universities*, 1999). I cannot begin to tell you how many times I nearly quit school due to boredom. What is ironic is that we are taught to be vibrant and enthusiastic readers/coaches, capable of recognizing the different learning styles of our students/athletes and expected to adapt our lessons based on this information. Yet there we sit in a corner for higher education, ready to learn—and the lecture is reading last hand-scribbled notes on an overhead (typed if we were lucky), read off in monotonous. It is a blatant waste of students' money and time. As a result, I have decided to pursue a master's degree in the United States. I am more than willing to risk my money where I will get my money's worth.

Joanne Hocking, Malaga, B.C.

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## Editorial Update      Newsstand Notes

### The Health Report

Maclean's will present the second part of its 1999 Health Report in the Oct. 26, 1999 issue of the magazine (on sale Oct. 13, 1999).

Part one, featured earlier this year in the June 7 issue, ranked the health-care services available in 10 communities across the country. Part two will look at the health of people in these communities, plus one issue - London, Ont. The report will feature comparisons and explanations of how some communities have become "hot spots" for certain diseases.

Overseen by Assistant Managing Editor Robert Maclean, Maclean's Health Report is a major component of the magazine's commitment to offer readers solid, innovative coverage of personal health matters.

### Ranking Canada's Universities

In the world of education, Maclean's Assistant Managing Editor Jim Dewar Johnston offers an informed and precise analysis of the most vital issues concerning Canadians.

Editor of both the nationally lauded Maclean's Guide to Canadian Universities and Maclean's Guide to Canadian Colleges: Dewar Johnston has overseen the annual ranking of universities since 1990.

This year, Maclean's University Ranking Issue will list the universities on Nov. 8 (and again, look for an in-depth examination of the country's post-secondary institutions—an essential resource for all students, parents and concerned Canadians.

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Designed with subscribers in mind, the Maclean's new Web site ([www.macleans.ca](http://www.macleans.ca)) offers full access to all of the news, stories and profiles featured in the current issue of the magazine, available on the Sunday before the printed magazine hits newsstands. As well, Maclean's subscribers have access to a searchable archive of issues from the past six months—perfect for school assignments or business needs—and can review the status of their subscriptions. Non-subscribers are invited to soon sign up at all the stores listed in the current issue of Maclean's, plus check out special archives on the issue, technology, personal finance, education and health.

## Maclean's TV



Sundays 11:30 a.m.

Hosted by Pamela Wallin, this weekly half-hour show provides a vivid look at the people and news from the pages of Maclean's. Maclean's TV is television worth watching.

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## Notes

Edited by Tanya Davies



## Gone, but not forgotten

It has been 17 years since Canadian classical pianist Glenn Gould died of a stroke at age 58, but worldwide interest in him and his work has not diminished. His original and re-released recordings continue to be best-sellers, new books about his life are published each year and hundreds of "Webites" are dedicated to him. And then there was the Glenn Gould Gathering, a five-day event held last week in Gould's home town of Toronto that celebrated his life, career and legacy.

Organized by the non-profit Glenn Gould Foundation, the event attracted 300 fans from 17 countries. The program was packed with seminars, films, plays and concerts, and in-

ternationally acclaimed cellist Yo-Yo Ma from New York City played at the closing ceremonies. Outings included a visit to Gould's grave site in Toronto's Mount Pleasant Cemetery, a celebration dinner on his birthday, Sept. 25, and a trip to the Toronto Humane Society where a plaque honouring the animal lover was unveiled.

The gathering was also a chance for Internet Gould admirers to meet. The F-Minor chat group—named after the musical key in which Johann Sebastian Bach, one of



Gould's biggest inspirations, composed a number of fugues—for people who, as one subscriber says, "eat, drink and sleep Glenn Gould." The group held a breakfast round table on Saturday to finally meet face-to-face, and, of course, talk more about their beloved pianist.

*Mr. Gould in 1956*  
(For left): celebrating Glenn Gould's life, career and legacy

## Pop Movies

5. <i>Star Wars: Episode I</i>	\$2,097,810
6. <i>Shogun</i>	\$1,042,100
7. <i>The Irishman</i>	\$1,013,000
8. <i>The Last of the Mohicans</i>	\$1,017,500
9. <i>Star Wars: Episode II</i>	\$947,100
10. <i>The Little Mermaid</i>	\$584,000
11. <i>The Thomas Crown Affair</i>	\$551,700
12. <i>Remember Me</i>	\$504,900
13. <i>Wicker Man</i>	\$502,210
14. <i>Star Wars: Episode III</i>	\$504,000

Top movies in Canada, ranked according to box office receipts during the seven days that ended on Sept. 25. (In brackets: number of screens weekly during.)  
Source: [www.boxofficecanada.com](http://www.boxofficecanada.com)

## War booty

The stylish action film *Three Kings*, starring George Clooney, follows four American soldiers during the Persian Gulf War. Bored with the lack of action, the friends decide to become treasure hunters after finding a map showing the location of a stash of Kuwaiti gold bullion stolen by the Iraqi army.



*Clooney (left) and friends: going after the gold*

## A signage squabble

**Relations among many residents in the Quebec town of Shawville and the province's so-called language police have never been idyllic. But a recent controversy has scored them even further. The municipal council in Shawville, 95 km northwest of Ottawa, where the vast majority of 1,600 residents are anglophones, is taking the Quebec government for special status—an exception under Quebec's French Language Charter—that would allow signs with English and French lettering of the same size (Bill 86 permits bilingual signs provided French is predominant.)**

It was an incident in June that



gripped headlines. After a language-inspector took photographs of a sign in the Shawville *Black Bear*, the sign was nailed by the business owner and a few others on their cars. The media reported that the inspector was chased out of town, which Shawville's mayor, Albert Armstrong, says is an exaggeration. He does admit that business people have run afoul of the Commission de la protection de la langue française, the watchdog agency that enforces Quebec's language laws, but he believes that the sign *inspection* is an infringement on residents' rights. Armstrong says that while 60 per cent of signs in Shawville are either bilingual or mostly French, the remaining merchants have English-only signs or have done away with signage altogether. He adds that the town council is acting now because "the language police have really started to pay on Shawville."

Still, the chances of Shawville being exempted are slim. A spokesman for Louise Beaudoin, the minister responsible for the language law, says it isn't in the cards.

*A Shawville sign controversy*

## Best-Sellers

Fiction	
1. <i>War and Peace</i>	1
2. <i>A Short History of Modern Warfare</i>	2
3. <i>War and Peace</i>	3
4. <i>War and Peace</i>	4
5. <i>War and Peace</i>	5
6. <i>War and Peace</i>	6
7. <i>War and Peace</i>	7
8. <i>War and Peace</i>	8
9. <i>War and Peace</i>	9
10. <i>War and Peace</i>	10

Nonfiction	
1. <i>War and Peace</i>	1
2. <i>War and Peace</i>	2
3. <i>War and Peace</i>	3
4. <i>War and Peace</i>	4
5. <i>War and Peace</i>	5
6. <i>War and Peace</i>	6
7. <i>War and Peace</i>	7
8. <i>War and Peace</i>	8
9. <i>War and Peace</i>	9
10. <i>War and Peace</i>	10

(1) Books on sale. Compiled by Tanya Davies

## Passages



Scott

**Died:** Actor George C. Scott, 71, who refused to accept an Oscar for his 1970 portrayal of Gen. George S. Patton, from a ruptured brain blood vessel in his stomach in Woodlake Village, near Los Angeles.

Scott won prominence on stage and television, as well as in the movies, in a career often hampered by a temperamental personal life that included barroom brawls and five marriages, two of them to Canadian actress Colleen Dewhurst. Since 1977, he was married to actress Tish Wall Devere. A journalism school dropout, Scott made his New York City stage debut in 1957 as Richard III. During his career, he received four Tony Award nominations. When he declined the Oscar for best actor for the movie *Patton*, he called the Academy Awards a meaningless popularity contest. Among his other movies were *Assignment: Murder* (1959), *The Hustler* (1961), *Dr. Strangelove* (1964), *Prehensile* (1968), *Top Gun* (1981) and this year's *Glenn*.

**Died:** Rina Gorbachev, 67, wife of the late leader of the Soviet Union, Mikhail Gorbachev, of Iskra, in Moscow, Germany. While Rina Gorbachev was admired in the West for being articulate and fashionable, many Russians disliked her outspoken, modern behaviour and expensive tastes. She was the first Kremlin wife since Vladimir Lenin's wife, Nadezhda Krupskaya, to create a public life for herself; something most Russians never accepted.

**Died:** Robert LeBel, 92, founder of the Quebec Major Junior Hockey League, former president of the Canadian Hockey Association and the first Canadian to become president of the International Ice Hockey Federation, in Longueuil, Que.

**Honoured:** Canadian singer Shania Twain, 34, at the Country Music Awards' entertainer of the year; in Nashville, Twain also won the international achievement prize for album sales.



## Internet Advertising Directory

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## Opening Notes

### Explorer

## Made to order

Ford Motor Co. and Microsoft Corp. have entered into a landmark agreement that will, within two years, allow Internet users to custom order cars directly from the factory floor. Under the deal announced last week, Ford will take a minority interest in CarPoint, Microsoft's



AP/Wide World

which then had to be disassembled. Now, would-be car buyers can look forward to choosing the paint color, upholstery, stereo system and other details online. Ford would then build cars to clients' specifications, and refer them to a franchise dealer, who would negotiate the price. Yet another another twist in the electronic highway.

*Ford assembly line custom ordered vehicles*

## Taking on the Palm

The Palm Pilot is the No. 1 hand-held computer in the world, a veritable must-have for dozens of business executives or otherwise busy people trying to organize hectic lives. According to International Data Corp., in Framingham, Mass., sales of Palm units last year accounted for 42 per cent of the global market for hand-held computers. With sales expected to grow from 3 million units in 1997 to more than 13 million in 2001, there are many Palm Pilot wannabes—but none like the Visor.

Made by Mountain View, Calif.-based Handspring Inc., the Visor is set apart from other hand-held computers by virtue of its pedigree: it was invented by Jeff Hawkins and Donita Dubinsky, the same people who created the Palm Pilot. Last year, Hawkins and Dubinsky left Palm parent 3Com Corp., of Santa Clara,

Calif., to establish Handspring. Their creative energies resulted in Visor (short for advisor), whose functions include an address book, date book, memo pad and the ability to download e-mail. Under a licensing agreement with 3Com, Handspring obtained the rights to the Palm operating system, permitting the Visor (powered by AAA batteries) to run thousands of software applications already available for the Palm. Furthermore, the less-expensive Visor has a so-called Springboard expansion slot to accommodate plug-in modules. These modules, some of which are still being developed, allow the Visor to function as a pager, modem, MP3 player, cell phone, global positioning system or digital camera. Available in Canada starting this month, the basic model, with 2 MB of memory, costs for \$220, while the Visor Deluxe, with 8 MB of memory and a choice of five colors, costs \$370.

Danylo Hovorushko

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# Parental duties and the law

By Patricia Christol

It was one of those random accidents that gives every parent pause: a small boy on a bike is killed in a collision with a speeding van. From the beginning, the death in August of five-year-old Leslie Shaw while the boy played in an alley behind his home in a low-income Edmonton neighbourhood touched a nerve. Local media covered his death and his modest memorial service with its traditional native smudging ceremony. But the local tragedy morphed into a national debate last week when police charged Leslie's parents, Robert Shaw, 42, and Staciene Gibson, 34, with criminal negligence causing death because of their alleged failure to provide adequate supervision. The maximum penalty is life in prison. "These charges are very unusual," notes Nick Bala, who teaches child and family law at Queen's University in



Gibson leaving court after being charged. Leslie (left) was the heart of a criminal law to regulate parenting

Who is responsible for a five-year-old's death on his bike?

Kingston, Ont. Other parents have faced the same charges, but in circumstances in which they allegedly played a more direct role—for instance, a child who drowns while left unattended in the bath or who develops severe malnutrition. Says Bala: "This case raises the question: can a parent be liable for the act of third parties because of a lack of supervision?"

Of course, most kids have accidents that, in hindsight, could have been prevented. If the worst happened, any parent can be left wondering: if criminal negligence charges could be laid against them. For the vast majority, the answer is clearly "no." Edmonton police said that in Leslie's case, other drivers had reported almost running into the boy as he played unsupervised on his bike in the weeks before his death. Police

warned his parents to be more vigilant, telling them there would be "consequences" if they were not. When officers investigated the fatal accident, they concluded that the parents, not the driver, should be charged. The day they were arrested, social workers took Leslie's two younger siblings from the family home.

The case raises difficult legal and moral questions. Are the expectations placed on parents too high? And should an exceedingly blunt instrument like criminal law be used to regulate parenting? "We can't let parents off the hook," says Robert Glosop, executive director of programs and research at the Ottawa-based Vancor Institute of the Family. "But

to those who with criminal sections if they fail to exercise reasonable care as a very severe response." The expectations placed on parents are increasing "exponentially" in almost every area, Glosop adds, from instilling social responsibility to ensuring kids can compete in a changing economy. For these reasons are seldom matched by additional financial or moral support from the community.

Even when public programs are available to help families, they do not always reach those most in need. Alberta, for example, launched a major initiative in 1996 aimed at reducing one of the highest rates of road-related injuries in the country. The education component includes television and print ads as well as information

sent to schools to get the message out to parents and their kids. But Kathy Nykolaychuk, a nurse and community co-ordinator familiar with the project, says it is simply not possible to reach 100 per cent of families. "If people with preschool children don't read the paper or watch TV," she says, "obviously that creates a barrier."

When it comes to drawing a line between the private responsibilities of parents and society's obligation to keep kids safe, there are no ready answers. Solutions are even more difficult when parents are poor: should struggling families be punished while those with help can share the supervisory load? It is up to the courts to decide if Leslie's parents should be held responsible. But whatever the outcome, the decision to lay criminal charges could open the door to setting a new standard of care for every parent. If a burden that is already onerous for many parents is to increase further, so will the pressure on society to provide more help. ■

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Anthony Wilson-Smith

## Watch the Liberals and learn

During the 1990 Liberal leadership campaign, opponents for candidate Paul Martin cooked up what they thought was a terrific scheme to take

the tacky out of front-runner Jean Chrétien. The race was taking place during the height of the bitter debate over the Meech Lake constitutional accord, which was highly popular in Quebec. Martin supported it, and Chrétien did not. During a crucial candidate debate in Montreal, Martin supporters planned to embarrass Chrétien by chanting *Wade, wade* ("believe it") when he stood up to speak. The trouble was that many Martin supporters were Anglo based in from outside Quebec, who didn't speak or understand French. At the designated time, they leapt up and started chanting *Five-oh, five-oh*—leaving the impression that what they really wanted was a soccer trade. Needless to say, the ploy failed.

With the House of Commons set to resume on Oct. 12, and its plans move into final stages for the January meeting of the United Alternative movement in Ottawa, the people hoping to unite Canada's right can learn from that 1990 episode, and its aftermath. Relations between Martin and Chrétien became so uneasy that Martin, on the eve of the vote at the leadership convention in Calgary, refused to say if he would even run for office in a party led by Chrétien. His awkward, miserly, was preoccupied with trying to heal policy divisions arising from the constitutional debate to the fact the Liberals were still officially and absolutely anti-free trade. In short, the main players appeared to neither like each other nor agree on key issues, and the party seemed an excellent bet to remain in opposition, where it had languished the previous six years. But within a little more than three years, the Liberals had overcome policy differences and won an election, and Martin and Chrétien, while still unlikely to go bowling together, formed a working alliance that has been the cornerstone of the party's legislative and electoral success.

Now, some members of Reform and the Progressive Conservatives are going to try to pull a similar trick, and conjure up a successful future out of the divided, directionless present. No matter where you sit, there are lots of reasons to wish them well, just as there's every reason to want to watch pigs fly. In both cases, it would be a great thing to see—but neither may ever get airborne. A united right would force the Liberals to decide what they stand for, provoke a clear two-way policy debate and clean up the political landscape.

To make that happen, the Liberals' foes need to study the factors that make the Liberals successful. To begin, the Liberals understood that in a smoothly functioning political party, people matter more than policy. A party is a

living, breathing organism, and friendships, favours and shared histories matter more in the end than debates over tariff rates and manpower

agreements. You seldom turn your back on your own history, that's why wallaces like Lloyd Axworthy and Herb Gray have stayed with the party as it morphed from Trudeau Big Spender to Turner Privatizer to Chrétien's Tory Clones.

Another lesson is that it's OK to draw a public line in the sand, so long as you don't actually stick to it. Compromise is key. Martin scolded down Chrétien before the leadership convention, but swiftly fell into line when it was over. Chrétien also compromised when things counted: in 1993, even after Martin refused his initial overtures, the new Prime Minister persuaded his former rival to take the second-most important role in government, that of finance minister.

Then, there's the importance of keeping contacts open in private, no matter how messy things get in public. When Martin's people started badmouthing Chrétien too aggressively in 1990, John Rae, Chrétien's best friend and advisor, got on the phone to friends in the Martin camp and arranged a lunch. In the end, we're on the same side, he said, so calm down. They did so.

That was possible because Liberals agree on one thing above all: the importance of power. If you're not in government, nothing else matters, because nothing can be achieved. It's better to change views and sit in the cabinet than hold the line and watch life from the opposition benches. That's the opposite of many Reformers, who would stay in opposition forever rather than temper their views. So fix, they're likely to get their wish. Those people are like the original Bruce Springsteen fans who overrode everything their man did after he made it big with his *Born to Run* album: they distrust popularity, and only like one another.

The Tories have a different problem: they haven't changed, but the world has. Sure, the Liberals have successfully derailed their policies at their own, but it's time to get over that. And yes, the fact Reform has more than twice as many seats with about the same percentage of voter support makes a sham of the electoral system, but that's how it is to drive on, and learn the new rules of the road. Both parties need to decide whether gaining power is the most important goal, and if so, what compromises they will consider to achieve that. Some are necessary. One step is to remember that, as the ancient Middle Eastern proverb puts it, "the enemy of my enemy is my friend." Then, they must decide who is their real enemy: the Liberals—or each other. While they're at it, try the fondue.

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Olympic swimmer  
Silken Laumann/  
Adams's self-  
portrait (below):  
actor Pamela  
Anderson. Lar  
(right): raised on  
a good cause

# For the Love of Women

Bryan Adams and friends are tackling breast cancer

Photography by Bryan Adams

When superstar rocker Bryan Adams wrote the song *How to Live Really Loved a Woman* in 1996, he could not have predicted where it would lead. To the top of the pop charts, yes. But the ballad also appealed to many North American women's groups, which began using it as an unofficial anthem in their various fund-raising efforts. That led, eventually, to Adams teaming up with a fellow Canadian, supermodel Linda Evangelista, to stage a benefit dinner and concert in February, 1998, for a breast-screening center in her home town of St. Catharines, Ont. The event raised more than \$250,000.

Now, Adams, 39, a continuing, charitable work. This week, Key Porter Books of Toronto is publishing *Made in Canada*, a collection of more than 85 black-and-white photographs that Adams has taken of prominent Canadian women, from actors and artists to politicians and scientists. All royalties from sales of the \$29.95 coffee-table book will go to the Canadian Breast Cancer Foundation. "I'm very interested in the cause," says Adams. He adds that his friend Doreen—the widow that

her last name not be used—died from breast cancer at age 38 in the middle of the project. "She was my muse."

The project got under way over a year ago, after Flare published a photo that Adams had taken of Evangelista. (Like *Made in Canada*, the fashion magazine is a Rogers Media publication.) While Kodak Canada Inc. donated film, Flare itself volunteered their time. Still, arranging some of the photo shoots turned into a logistical nightmare because of everyone's hectic schedules. The Kingston, Ont.-born singer, who now lives in London, appeared in many of the shoots while on tour.

Adams says he was particularly touched by Margaret Trudeau Kersner, who went ahead with her photo shoot shortly after her son, Michel Trudeau, died in British Columbia's Kootenay Mountains last November. "I said she could probably use the diversion," he says. "She was just super nice." Here is a sample of photos from *Made in Canada*.

Barbara Wickens



Former prime minister *Kim Campbell*; *Barbara Ann Scott*, gold medal winner in figure skating at the 1948 Winter Olympic Games (below): premiere



Actress *Gerianna Bajada*, singer *Anne Murray* and daughter *Dana Longstreet* (above): charitable work





*Evangelista (top);  
Trudie Kuper  
(middle); country  
singer-songwriter  
Shania Twain  
(below); singer and  
Lilith Fair  
organizer Sarah  
McLachlan (far  
right); Margaret  
was 'super nice'*



# DOER DOES IT

By Brian Bergman in Winnipeg

**They called him "Mr. Smooth."** In 1990, *Charlevoix* magazine placed Gary Doer from relative obscurity by proclaiming him one of Canada's 12 smart men. Doer, then the fledgling leader of Manitoba's third-ranked political party, was suddenly vaulted into the unlikely company of fellow finalists Kurt Browning, Wayne Gretzky and Michael J. Fox. "The new NDP" grabbed the magazine, was now led by a "siring, shining guy" who nevertheless had the fashion sense to campaign in "shadowy, white button-down shirt and silk tie." Reminded last week of his earlier claim to fame, Manitoba's premier-designate responded with a laugh. "I was

Labour president Rob Hilliard, who first met Doer in the early 1980s when they were both members of the union's executive council, recalls that "it was clear to us back then that Gary was a very ambitious guy, that he would probably enter politics and that he would want to be nothing less than premier." Manitoba Conservative Senator Jussi Jalonen, who dined with Doer for several years in the early 1980s, shares that assessment: "Gary was very hardworking, very hard-driven," she says. "Being premier really was an ambition he had from the time I first met him."

Dor finally sealed his dream after waging a five-week election campaign that many political observers considered inspired. As early as last spring, Doer was publicly predicting that Filmon—who led a government that preached fiscal restraint and imposed severe spending cuts on the public sector—would try to entice voters into giving him a fourth term with the promise of a major tax cut. The NDP said Doer would respond with a tightly focused platform that included modest spending increases and tax breaks, while attacking the government's record and questioning its ability to deliver on any new promises.

In the end, that is exactly how the campaign unfolded. Filmon unveiled an eye-catching \$1-billion pledge. Dubbing it his 50-50 plan, the premier said that, over five years, a re-elected Tory government would increase spending in key areas such as health and education by \$500 million while at the same time offering Manitobans \$500 million in tax relief



Doer and his wife, Virginia, celebrating the premiership from his long-arms Tory adversary and longtime friend, Gary Filmon.

Doer's New Democrats countered with what they called their "five core commitments." These included promises to keep the provincial budget books balanced, lower post-secondary tuition fees, make communities safer and create a new partnership between business and labour. Fifty, and most crucial of all, was a vow to end what Doer kept calling "halfway measures" within six months by spending a relatively modest \$15 million to reopen 100 hospital beds and hire 2000 nurses.

A public opinion poll by Winnipeg-based Probe Research Inc., released during the first week of the campaign, revealed that it was the NDP that had voters' attention. Respondents listed health care, education and housing as government's higher priorities for them than tax cuts. And while two-thirds of those surveyed thought Filmon's 50-50 plan was a good idea, only 51 per cent believed he could pull it off. University of Manitoba political scientist Paul Thomas says the Tory strategy struck many voters as too clever by half. "The pre-

mier and his party had been telling us for years that we had to practice fiscal restraint because we were in financial trouble," notes Thomas. "It just seemed too abrupt of a shift."

The poll also confirmed another Conservative fear. One-third of respondents said their decision would be influenced by the so-called vote-rigging scandal—in which senior Tories recruited and funded independent native candidates in the 1995 provincial election in an attempt to siphon off NDP support in three Manitoba ridings. Of those who felt that way, 63 per cent said they were less likely to vote for the Tories.

While Doer was careful not to overplay the vote-rigging affair, one of his earliest political allies, Ed Schreyer, felt no similar constraints. Less than 48 hours before the polling booths were to open, Schreyer—the province's first NDP premier and a former governor general—told party faithful at a campaign meeting in Sainte Anne, Man., that the Tories were up to dirty tricks again by circulating an anonymous fax

shocked, really," Doer told *Maclean's*. "I always considered myself someone with a good attitude. Not in that league at all."

At age 51, the still debonair Doer may be self-effacing about his looks, but when it comes to politics, he has never hidden his desire to play in the big leagues. Last week, in his fourth trip to the electoral place, the Winnipeg MLA finally hit a home run, winning the premiership from his long-arms Conservative adversary and longtime friend, Gary Filmon. But even before their 11-year competition began, Doer had long had his eye on the main prize: Manitoba Federation of



citing bogus criminal convictions against an NDP candidate in the riding of Inverell. Schreyer himself had little firm evidence to back up his allegations, which he made in colorful terms. The Filmon government, he said, had been "so devious, deceitful, so full of bullsh\*t, that I couldn't take it anymore."

Across the province, campaign-wary New Democrats cringed. "Nobody expected this to happen, nobody wanted this to happen," says Hilliard, who served on the NDP's election planning committee. "The campaign was unfolding the way we wanted. We did not need a major controversy on the eve of the election."

As it turned out, party organizers need not have fretted. The NDP won 32 seats, compared with 24 for the Tories and one for the Liberals. Doer benefited mightily from the collapse of the Liberal popular vote—just 13 per cent last week, compared with 24 per cent in 1995 (the NDP got 43 per cent last week, while the Tories pulled in 41 per cent). And he had finally bested his longtime rival on election night as emotional Filmon announced he was calling it quits, ending a 16-year run as Conservative leader, including 11 years in power. "I don't have any more mountains to climb," he said, "or anything else to prove."

**Ironically enough,** Filmon is passing over power to a man he knows well—and whom he once considered a friend. Filmon and Doer were brought together through Johnson, who remains close friends with Filmon and his wife, Janice. John-



got a taste of being in the line of fire. "There was an incident in which a bunch of stuff went put at risk by some actions and we had to move it," he says. "I walked around a corner and a baseball bat just missed my head. You don't get something like that."

Through his work at the youth centre, Doer became involved with the Manitoba Governance Employees' Association and quickly rose through the ranks, serving as its president from 1979 to 1986. He says now that he never actually considered running for any party but the NDP—though he admits that he "kept my cards close to my chest" when the Tories came calling because he was in a non-union job at the time. In any case, Doer is scarcely a party handliner. He balks at the label of "socialist," preferring to be called a "social democrat." He notes that his deceased father, a department store manager, was a Liberal who became a Schreyer supporter, his late mother, a homemaker, was more likely to back the Tories. "I'm not one of those people who has been brain-dipped in the waters of party purity," he says.

After winning a seat in 1986, Doer handled several portfolios until then-premier Howard Pawley (but Pawley abruptly resigned in March, 1988, after losing a non-confidence motion (a man-of-the-householder voted against the government) and called a provincial election for April 26—before a successor had been chosen. Doer sought and was the party leadership in late March, but declined to be sworn in as premier until after the election—and watched the NDP go down in flames at the polls four weeks later, finishing a distant third. Filmon's Tories won, but Doer retained his seat, and began the slow process of rebuilding his shattered party in his own, more moderate, image.

Doer readily acknowledges that during his time as a union boss and in his early years in politics he was a "workaholic, string in my office, pouring over my briefing books and try-

ing to do things with Filmon in 1990, the Doers with daughters Kate and Emily (left) planning to convene the legislature for a full session in November—and eager to apply the lessons he has learned to his new government



ing to be the brightest guy on the block." But since his marriage in 1988 to former Pawley aide Virginia Devine and the arrival of their children, Emily, now 5, and four-year-old Kate, Doer says he "got a life." He now takes time to attend Emily's soccer games, get more involved with his community and indulge his love of physical activity—including walking out at the gym, windsurfing and cross-country skiing. Long-time friends say they have noticed the change. "I think his marriage and having two young children have tempered all that ambitions," says Hilliard. "He has much more of a balanced life than he used to."

Doer concedes that his more relaxed attitude has made him a better politician and, as a recovering workaholic, he is now

eager to apply the lessons he has learned to his new government. "It's really going to assist that cabinet ministers don't spend 16 hours a day with bloody briefing books in their legislative offices," he says. "I don't want them to know those books so inside out that they don't know how a living, breathing human being feels outside this building."

**Making sure** cabinet ministers aren't the busiest people in the province is just one of the many challenges facing Doer, who will be sworn in as premier on Oct. 5 and who plans to convene the legislature for a full session in November. Filmon predicts he will face pressure from various interest groups, including teachers, health-care workers and trade unions, who will expect a better deal now that the NDP is in power. The political scientist also thinks

Doer will be hard-pressed to fulfill the expectations he has raised about fixing the province's ailing health-care system. "Ending halfway medicine is a duty slogan," says Thomas. "But what was good rhetoric for election purposes may come back to haunt you when you govern."

If Doer is at all daunted by such predictions, he wasn't showing it last week. Mostly he seemed, after 11 years, delighted to throw off the shackles of opposition politics. "It's much better to say what you'll do and to have people believe you have a chance of doing it, than simply being critical of someone else," he says. Spoken like the man on the brink of power—enjoying all the exhilarating possibilities before some hard choices must be made. ■

## Doer describes himself as an ambitious, former workaholic who now has a family and, as he puts it, 'a life'

son and Filmon both owned cottages in Garfield and the former often double-dated. Later, after Filmon became Tony leader in 1983, he tried to recruit Doer to join the party. "I believe he expected Guy would run as a Conservative," Johnson said in an interview from her Garfield cottage last week. Instead, Doer chose the NDP and first won a seat in the legislature in 1986.

It's not surprising that both parties craved Doer, who was then considered something of a workaholic. He had dropped out after his first year of university to accept a job commissioning (revolved) jerseys. By 23, Doer was deputy superintendent of the Manitoba Youth Centre—and quickly

### 'A co-operative environment'

**Manitoba's Calgary Flames Chief Executive Officer** *Doer: Benjamin goes with Manitoba's new premier, Gary Doer, following his election victory last week. Excerpt:*

**Maclean's:** How would you describe your brand of socialism?

**Doer:** I'm a social democrat. I believe in a mixed economy. Some of the old debates about business versus labour are outdated. And I think there's going to be a more co-operative environment now in Manitoba. **Maclean's:** When leaves do you think the rest of the country can draw from the Manitoba election results?

**Doer:** This was the first Canadian election where the debate was over what should happen in an era of budget surpluses. Do you want the surplus to go to health, education and training, and achievable property tax reductions? Or should it go to major income tax cuts? Most Manitobans did not buy the argument in favour of middle-down economics. The panic over Manitoba having higher taxes than some other provinces was not embraced by everyone. Getting health care right, and education and training as a future economic strategy—these are the things a majority of voters agreed should be the priorities of the next government.

**Maclean's:** Many Canadians may remember you as part of a bipartisan

*Manitoba delegation that went to Ontario in 1990 to oppose the Meech Lake accord. What does that say about how you view this country?*

**Doer:** It's a strong federalist. I believe the federal government is important in providing minimum services to all citizens. I believe in equalization payments, which benefit Quebec as well as Manitoba.

**Maclean's:** You sound during the campaign to end a so-called halfway medicine within six months. Do you really think you can achieve that?

**Doer:** We have to end it and I'm not going to accept from anybody, over time, that we should allow patients to sit in a hallway waiting for treatment in a Manitoba hospital. It's simply not on.

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**Bruce Wallace**

## Looking for a legacy

A couple of Canadian political dogs got whacked in September. Votes in Manitoba and Saskatchewan delivered big-bellied hits on premiers Gary Filmon and Roy Romanow, leaving one dead and one on life support. Their fate can only unsettle godfathers in the country's other neighbourhoods. Who's safe if screw-up guys like Romanow and Filmon, who ran pretty good governments for the most part, can get ambushed like that? Both had seriously considered retiring before seeing enough light in the polls to go for one more campaign. Analysts have been trying to find the common thread to explain why neither succeeded, but the best explanation might be that voters sometimes just tire of your face. The result was probably not the way either man wanted to close his career. Filmon resigned about one heartbeat after losing to Gary Doer's NDP. Romanow was less lucky. He now has to suck around to try to keep his minority government afloat, a task that is more about the chore of trade-offs than the fun of ruling.

The candle wafing into Ottawa from the Prime's last week only reaffirmed Jean Chrétien's determination to never expose himself to a similar fate. Romanow's surprising tumble from an apparently huge lead in the polls would have reminded Chrétien that his own big madmen numbers mean nothing in such a volatile era. A week of campaigning can leave pollsters' predictions in ashes. And so, because that third term may never come, Chrétien is about to spend the coming months laying down the markers he hopes will define his legacy.

Until now, the Chrétien imprint has been too faint for his liking. Corrupting runaway government spending may have been a joint effort between the Prime Minister and Finance Minister Paul Martin, but in Chrétien's eyes, credit for doing so has always been tilted towards too much for Martin and not enough

for Chrétien. In any event, the PM never wanted the image that comes with the cold calculation of budgets and accounting. Ending deficits was never a goal in itself, merely a fiscal requirement so Ottawa could get back to playing a role in Canadians' lives. In other words, spending money. That theme—that governing is about more than cutting costs and saving out of the way of the markets—will be laid out in this month's throne speech.

Chrétien's other obsession is Quebec, another issue where fines to his public image are in order. The 1995 referendum is remembered less for the fact that Ottawa won it and more for the squander it was. Chrétien has spent a lot of energy in his second mandate ensuring no one will have grounds to accuse him again of not being prepared for the separatist threat. That's why he jumped behind the Supreme Court of Canada reference case on the legal legitimacy of secession, and why he is now ready to lay down Ottawa's conditions on what constitutes a "clear" question.

The decision to proceed with this aggressive, controversial approach will not be, as some have suggested, a matter for cabinet debate. It is Chrétien's call alone (though he will try to get his Quebec ministers onboard before proceeding to avoid repeating the experience of the Supreme Court reference, when skittish ministers like Pierre Pettigrew were whispering doubts about the strategy to separatists). But laying out conditions appeals to a Prime Minister who does not trust Martin, his partner in necessity, to continue a sufficiently hard line with Quebec nationalists. Establishing the parameters of an acceptable referendum question would be a nice anticlimax for whoever follows. It is just the kind of legacy Chrétien would like: a sketched-out game plan for a referendum he feels uniquely qualified to fight, all in place without having to venture out to seek a third term.

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## Compensation go-ahead

Corn in Quebec, Ontario and British Columbia approved the federal-provincial compensation package for Canadians who contracted hepatitis C through tainted blood. That clears the way for authorities to begin distributing \$1.2 billion to about 10,000 tainted-blood victims, possibly by the end of the year. The package applies only to those who were infected between 1986 and 1990.

## Mann's report card

Military ombudsman André Mann and his office still has to be accepted throughout Canadian Forces—and especially by military brass. “We’re very much still the new kid on the block,” Mann said in a report on his office’s first 100 days of operation.

## Lobster wars

Federal fisheries officials tried to ensure non-aboriginal lobster fishermen in Quebec and Atlantic Canada that natives fishing out of season would not harm stocks. On Sept. 17, the Supreme Court of Canada ruled that natives have the right to fish year-round, spiking anger and leading to threats among non-native Nova Scotian fishermen that they would fish for lobster illegally.

## Wilson gets ready

Gordon Wilson stepped down as B.C. finance minister, trading places with Education Minister Paul Ramsey. Wilson, who has all but declared his intention to run for the provincial NDP leadership, said that as finance minister he could be seen to have undue influence on the leadership process.

## The Mounties get their image

Ending a five-year arrangement with Walt Disney Co., the RCMP is handing control of its image and marketing to a charitable organization, the Mounted Police Foundation, on Jan. 1. Composed of nine Canadians from various professions, the foundation will manage dozens of Mountie trademarks in Canada and abroad. Cpl. Tim Hogan, manager of the product licensing program, said the Disney arrangement was never properly reported or understood by the public.

## Canada Notes



## A miracle at the Capilano bridge

An 18-month-old girl survived a 45-m plunge from the Capilano Suspension Bridge in Vancouver after two branches apparently broke her fall. A lawyer for the child's mother, Nadia Hanna, said she was considering legal action against the RCMP after officers questioned her almost 24 hours then released her. A tourist's photograph (above) shows Hanna voicing with her five-



year-old son and carrying her daughter, Kaya. A second photo shows her peering off the bridge and the baby missing. Child welfare authorities took custody of Kaya, who has Down's syndrome, and her brother.

## Nova Scotia's Tories feel the heat

It was not a good week for Nova Scotia's freshly minted Conservative premier John Harris. His housing minister, John Chumway, had to resign from the portfolio because of allegations that he had been a slum landlord who ignored a fire marshal's warnings to fix up his holdings. Chumway, who will remain as human resources minister, said he thought the marshal's report was only a guideline. “We have

to cut him some slack—he’s a mook,” said Harris, whose Tories won a second victory in the July 27 election and who has promised to restore integrity to politics.

Also on the hot seat was Education Minister Jane Patten, who acknowledged racism that she was addicted to antiseizure drugs more than 20 years ago, and detailed how, due to her addiction, she had temporarily lost custody of her son, now 28. Patten said she also learned last year that she had contracted hepatitis C as a result of her drug use.

## A baggage bust at Pearson airport

Police broke up a theft ring at Toronto's Pearson International Airport, arresting 18 baggage handlers. Under Project Aerobast, undercover police bought more than \$500,000 in stolen goods from the ring—including microcomputers, golf clubs, jewelry, electronic goods, computers, bicycles, liquor and cigars—all of it pilfered from cargo and passenger luggage at the airport. In the wake of the arrest, authorities received hundreds of calls from travellers around the world whose luggage had gone missing at Pearson, a police spokesman said that most of the stolen goods have been traced to their owners. At week's end, police were still searching for another eight suspects.

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Suddenly, Al Gore finds himself facing a tough presidential challenge from former basketball star Bill Bradley



Bradley and wife Erinne in Crystal City Gore campaign in New Hampshire (Delano). Gore hasn't shown that he can beat George W. Bush

New Hampshire who conducted the poll "Gore lose it"

New, expectations for the earlier-than-expected 2000 presidential race have been turned on their head. Six months ago, it looked as though Republicans would be untroubled in a better-for-all while Gore would cruise to an easy Democratic nomination. Instead, Republicans have had a runaway behind Texas Gov. George W. Bush, all but ending their chance to run in 2004. And Gore has stumbled badly, allowing Bradley to get quietly within scoring distance. At the same time, the Democratic nomination looks like a more attractive prize, with Republican maverick Pat Buchanan on the verge of bolting his party and running under the Reform banner. If that happens, Buchanan could send Republican voters in 2000, making it easier for Gore or Bradley to win.

How did it happen? Largely because Gore has been unable to show that he can beat Bush next year. The vice-president is backed by almost the entire Democratic party establishment and has a healthy campaign bank account (\$27 million in contributions by individuals). But he has been assailed by the media as a wooden campaigner—a "man-like object" in

Bradley, meanwhile, has shown the kind of mastery on the campaign trail he once displayed on the basketball court. He spent the summer slenching headlines, wowing eloquent about developing "a new narrative" for America and evoking the heartland values of Crystal City, Mo., his home town on the Mississippi River. He has made just two major policy speeches, on campaign finance reform and gun control, but another one coming that week on health care. While Gore has laid out detailed positions on every imaginable subject, Bradley has successfully countered what might be described as a biographical campaign with the vaguely formed theme of spreading the prosperity of the 1990s to all Americans. Elect me for who I am, he suggests, not for what I might do.

Bradley, too, has money—\$18 million from New York City business types still enamored of his married with the Knicks, Silicon Valley techno-millennials and NBA veterans like his old teammate Phil Jackson, now coach of the Los Angeles Lakers. But he relies mainly on an effective grassroots organization that spends much less than Gore, whose campaign is crowded with expensive pollsters and consultants. New Hampshire's South says Bradley has energized local Democrats disappointed with the central policies and critical scandals of the Clinton years. "Bradley got people here paled," he says. "They really believe in him."

What exactly they believe in is less clear. Bradley is running slightly to the left of Gore, a charter member of the so-called New Democrat movement that shifted the party to the center. Bradley is outspoken on reforming the way campaigns are financed, on the need for stricter gun control and on strengthening gay rights—including letting homosexuals serve openly in the military. But his differences with Gore are few when both men were in the Senate, from 1985 to 1993, they voted alike 79 per cent of the time.

And Bradley is hard to pigeonhole. He earned a reputation in the Senate as a loner who spoke much of his time on issues far from the concerns of average voters, such as Third World debt. Wary of being typecast as a jock, he shied away from talking about his basketball record and became known as one of the least colorful senators around (some describe his face itself with Gore as Tweedledum versus Tweedledit). At the same time, his early career in the mostly black world of the NBA has led him to make better race relations a key part of his campaign.

Bradley still has a very long way to go. Gore, with his lock on the Democratic hierarchy and ready access to campaign funds, remains a formidable force. And if Bradley were to upset the vice-president for the Democratic nomination, he would face a tough opponent in Bush, the all-but-certain Republican nominee. Even the possibility of an effective tight-wire third-party campaign that might help Democrats seemed less likely last week. Buchanan ran into a storm of criticism for suggesting in a new book that the United States should have stepped out of the war against Hitler—an arguable military thesis, perhaps, but a scathing war killer. For the moment, though, Bradley is bounding ahead—closer than ever to fulfilling the promise often now in him to keep going. ■



one exotic description. No matter that in person, at recent campaign events in Washington and Baltimore, Gore appeared relaxed and humorous. The earnest image is fixed in the public mind. New York Senator Daniel Patrick Moynihan scathingly underlined that last week as he endorsed Bradley. "Nothing to do with Mr. Gore," Moynihan said bluntly, "except that he can't be elected president."

Worse, Gore cannot get out of the shadow cast by the sin of his boss, President Bill Clinton. Surveys show that most Americans agree it is not fair to blame the upright Gore for Clinton's scandals—but many still do. Republican pollster Fred Steiner says the theme emerging from the current campaign is "about expanding this sense of disgust that people have with the White House." Hillary Rodham Clinton's bid for the Senate in New York may heighten that feeling; many voters are disappointed that the Clintons refuse to face away.

# The Way the Ball Bounces

By Andrew Phillips in Washington

Bill Bradley has been very very famous for a long, long time. In 1965, when he was just 21 and an all-American on the Princeton University basketball team, *The New Yorker* devoted almost an entire issue to profiling the young man who seemed to embody every ideal—athletic, scholarly, social conscience and model of self-discipline. The article became a book, *A Sense of Where He Is*, in which author John McPhee singled out Bradley as the hope of a generation, not just another of those five phenoms but one destined, perhaps, to become president of the United States. When Bradley joined the New York Knicks, helping them win two NBA championships in the early 1970s, his teammates, too, knew he was on his way up. They nicknamed him "Senator" and "Mr. President."

Bradley fulfilled the first part of that promise early, winning election as a U.S. senator from New Jersey in 1979 and serving in Washington for 18 years. The second part is a lot

rougher—but Bradley is closer now than almost anyone imagined. Suddenly, he has gone from being a credible outside bet for next year's Democratic party nomination to president to a real threat to the front-runner, Vice-President Al Gore. Bradley still trails Gore narrowly among Democrats by 2:1, but new polls in two key states show him running even with the vice-president.

In New York, the two men are tied at 42 per cent each. And in New Hampshire, where the crucial first primary will be held next January, Bradley has been playing deceptively effective catch-up. He is at 41 per cent in Gore's 46 (a statistical tie because of the poll's margin of error). That's a far cry from last May, when Bradley was a full 45 points behind. Men, in particular, go for him; he outpicks Gore 57 per cent to 33 among male Democrats in the state. "It's the basketball thing," says Andrew Smith, a political scientist at the University of



## A crushing quake

Lax regulations turn terror to senseless tragedy

**Heery Westheim** was sound asleep when the earth suddenly shifted under his home, shaking it like a child's toy. "Everything came off the walls," said the 27-year-old American teacher working in Taiwan's rural Taichung County, about 100 km south of the capital, Taipei. "I slid across the floor with the bed, and it slammed against the wall. The closet fell on top of me. I had to push it off to get out of the house." Stumbling outside, he faced nightmarish chaos. The earth still shook and homes all around were fastened, their occupants crumpled or trapped in the ruins. "I was lucky," said a dazed Westheim. "I survived."

Thousands would not. The earthquake that shook every corner of Taiwan measured 7.6 on the Richter scale—the most powerful ever to rock the quake-prone island of 23 million. More than

4,500 aftershocks hampered rescue operations and triggered huge mudslides. Local and international rescues pulled many survivors from the rubble—including an 8-year-old Chang Chin-fang, who was buried for 87 hours in the town of Tili—but by week's end, the death toll had reached 1,965, with more than 300 people still trapped or missing. More than 8,500 were injured and another 100,000 were homeless; most were camping in parks and soccer stadiums.

The worst destruction was concentrated in the remote central counties of Taichung and Nantou, near the epicentre. Although Taipei was not as badly damaged, dozens of buildings there collapsed, including the 12-story Sunghsin Hotel, where 170 people were trapped. Nearly 100 were rescued, but the others remained buried, including one doorman train who called his

*Surviving damage in Yulin, central Taiwan: an eight-year-old boy awaits rescue thousands of aftershocks*



fiercely on his cellphone from under the debris before dying.

Many of the 1,300 Canadians living in Taiwan were caught up in the tragedy. Joan Sheppard-Wells of Grand Forks, N.B., who was teaching English in the city of Taichung, had her legs crushed when the apartment building she was living in collapsed. An Ottawa



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## World

spokesman said officials from the Canadian Trade Office in Taipei had found about 50 Canadians and were searching for more taking shelter in city parks.

Ellem Haynes, 31, formerly of Ottawa, Ont., had just joined her husband, Heath, 30, who is a pitcher with a professional baseball team in Taichung. The two were watching television in their 17th-floor apartment when the quake hit. As they fled the swaying building hurriedly, said Haynes, "we were hugging one wall and then the opposite one as we climbed down the stairs."

An aid began among, even Taiwan's archrival China offered to help. Chinese President Jiang Zemin said the disaster had "hurt the hearts" of the people on the mainland—a far cry from the recently renewed threats of military action against the island should it move closer to declaring independence from China. Taiwan, however, said it would accept only a \$150,000 cash offer from China, not mainland rescue crews, and complained that Beijing was demanding that foreign helpers get no clearance before going to Taiwan.

Some of the international rescue teams arrived directly from aiding victims of the recent quakes in Turkey, where more than 15,000 died in August, and Greece, where 106 died in early September. But experts said there was no seismic connection. Taiwan sits atop a collision zone between two major plates of the Earth's crust. "It's unfortunate," said Garry Rogers, chief seismologist at the Geological Survey of Canada in Victoria, "but it was just Taiwan's turn."

The three sets of quakes, however, did have one thing in common: many buildings collapsed, officials said, because they did not meet proper construction standards. In Taiwan, where experts had long warned of the regulations, the tragic consequences were all too clear.

Toni Fennell with Jason Mitchell in Taipei, Teresa Davis in Taiwan and Luke Fisher in Ontario

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## Russia bombs Chechnya

Russian planes bombed the airport in Grozny, capital of the breakaway southern republic of Chechnya, in a major escalation of Moscow's battle against Islamic guerrillas who have stirred rebellion in neighbouring Dagestan. Moscow has blamed the militants for a series of devastating bomb blasts that killed more than 300 Russians. Although the ethnic war rages in Chechnya, the Chechen government says it does not support them.

## Hurricane havoc

As floodwaters from Hurricane Floyd receded, North Carolina emerged as the hardest-hit state. The storm killed at least 68 people from the Bahamas to New England, 41 of them in North Carolina. At least 6,000 people in the state were homeless and farm losses were estimated at \$1.5 billion. In Floyd's wake, Hurricane Harvey lashed Florida while Gert destroyed at least five fishing boats in Newfoundland.

## Mars craft disappears

NASA officials said they believed they had lost the \$187-million Mars Climate Orbiter, the first spacecraft sent to study weather on another planet. Navigational errors apparently sent the craft too close to Mars, causing it to break up. Another craft will attempt to land on Mars in December.

## Andreotti acquitted

After a three-year trial, former Italian prime minister Giulio Andreotti and five others were acquitted of murder in the 1979 death of an Italian journalist. Andreotti, 80, was accused of arranging for the Mafia to kill Mino Pecorelli to avert off-embarrassing revelations. Andreotti, now a senator, still faces trial for alleged Mafia associations.

## Farewell to the KLA

NATO leaders declared the Kosovo Liberation Army dead after the former guerrilla group agreed to disarm and turn a lightly armed Kosovo Protection Corps to carry out humanitarian missions. Serbia in Kosovo, however, protested that it was the KLA under a new name. The 5,000-member body will be allowed only 200 weapons.

## World Notes



A British soldier serves a suspected militia member, refusing to go quietly

## Taking control of East Timor

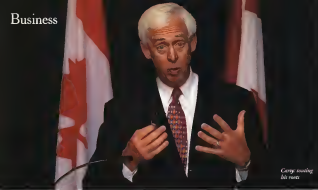
Gunfire echoed through the dark streets of the East Timor capital of Dili as a nervous multinational peace force took control of the shattered Indonesian-held territory. Anxious to protect the populace from pro-Indonesian militia believed to have slaughtered thousands of people after the East Timorese voted overwhelmingly for independence, the Australian-led troops faced a daunting task. Not only are they being asked to disarm the militia, they must also deliver aid to hundreds of thousands of people hiding in remote areas. Last week, the militia refused to go quietly, firing random shots at the peacekeepers. Indonesian soldiers were also believed to have killed Dutch journalist Sander Thieme, a correspondent for the London-based *Financial Times*, who was shot while being driven on a motorcycle in an unsecured area of Dili.

Indonesian officials said they would complete a withdrawal of 11,500 soldiers by the weekend, while the remaining 4,500 would stay on for a month. Indonesian President B. J. Habibie agreed in the UN-authorized foreign force, largely composed of troops from the region, in the face of heavy international pressure. By last

week, about 3,000 soldiers had arrived, with another 4,500 set to come. Nearly 100 Canadian troops based 730 km away in Darwin, Australia, were helping to ferry in troops and supplies. Their two Canadian Forces C-130 Hercules aircraft, however, suffered embarrassing mechanical problems, forcing one down in Fiji and the other to return three times to CFB Trenton in Ontario before a faulty radio made it to Australia.

In response to the specific violence in Dili, the peacekeepers conducted a house-to-house search for militia men and arrested Cabano Dos Silva, a platoon commander of the dreaded *Asasak* militia. The arrest came as the UN Human Rights Commission met in Geneva to discuss sending a fact-finding mission to East Timor—the first step towards establishing a criminal tribunal to prosecute those responsible for the atrocities. Habibie opposed a tribunal, saying Jakarta should conduct any inquiry. The military suffered another setback when massive street protests in Jakarta forced the government to suspend a tough new security law it had included provisions for a ban on all protests and imprisonment without trial.





Gerry Stills  
his race

# Flying the Flag

By Robert Sheppard

So this is what has become of economic nationalism in the 1990s. On the one hand, Air Canada president Robert Milton—George-educated, a soft drink, the third Air Canada CEO in a row to come from the United States—wrapping himself gingerly in the Canadian flag to avoid being gobbled up by a desperate competitor. On the other, the

As merger rivals embrace the Maple Leaf, American Airlines clips Air Canada's nationalist wings

politician Donald Carry—Montreal-raised, a graduate of Queen's University, the big cheese at giant American Airlines, the aggressive, arm-pulling partner in the \$1.8-billion proposed takeover-merger of Air Canada and money-losing Canadian Airlines—clump as a Yankee trader.

Last week was supposed to belong to the Air Canada counter-offensive. The Montreal-based carrier emerged from a lengthy stock-taking to urge its shareholders to reject the

proposed takeover by Gerald Schwartz's Toronto-based Oxy Corp., charging the bid would strip the assets of the country's only profitable major airline and "turn over control to Dallas" and American's parent, AMR Corp., which owns a substantial one-third interest in Calgary-based Canadian. Milton also sent his lawyers to court in Quebec to try to curb Oxy's—and AMR's—bid to exceed Air Canada's 10-per-cent ownership limits. But then Carry stole the show.

"I don't get back this way without a battle," the Dallas-based executive told an impromptu news conference in Toronto, where AMR was holding a board meeting. Dropping his Canadian references like Timbits at a hockey arena, the silver-haired Carry proceeded to denigrate Milton as "an American CEO who is wrapping himself in the Canadian flag"—something Milton responded to later as "irrelevant." (In fact, the son of a globe-travelling businessman, Milton spent half his formative years shuttling between Asia and Europe before returning to the States to go to college.) And when Milton had returned to the Oxy bid is nothing more than a talking horse—"a face"—for American Airlines to denigrate Canadian Airways, Carry countered with a snarl: "There is nobody in Dallas who is interested in running a Canadian airline. In this world of global alliances, we simply were strong partners."

Carry's main argument was that the Oxy-AMR proposal would spur new development in Vancouver and Toronto because it is in the interest of American—rather than Air Canada's U.S. partner United Airlines—to use the centres as North American feeders to the Far East and Europe. He also said AMR intends to sell off its proposed 14.9-per-cent stake in the new carrier over a period of five to 10 years, though this pledge is not set in stone.

Carry's bombshell, however, was that in merger talks between Air Canada and Canadian back in January, Air Canada was prepared to dangle its U.S. and European partners and sign on with the AMR alliance known as OneWorld. According to Carry, the two sides agreed on the merits of a merger, the number of job losses and the value in using AMR's state-of-the-art Sabre reservation system. He says the deal fell apart only because Air Canada wanted to pay far less for Canadian's stock than it was worth.

Milton rejects this characterisation—sure for the lowball offer for Canada. He says it was AMR, not Air Canada, that ended the discussions and, more importantly, that Air Canada never agreed to join AMR's OneWorld alliance. The two distinct views are notable for the chaos of mistrust—a divide deepened perhaps by Carry's earlier stunts as an executive with Air Canada and CP Air and his confident air of knowing what is best for the Canadian airline industry. With federal competition laws suspended for 90 days to deal with restructuring, and corporate anxieties over a forced merger at a fever pitch, the personal stakes are also becoming more intense. A Toronto judge is to decide, probably this week, whether Air Canada must hold a shareholders' meeting by Nov. 9, when the Oxy offer expires, rather than on Jan. 7 when Air Canada would like it. Schwartz says the deal may die if it can't be done on his timetable.

For its part, Air Canada claims the Schwartz proposal amounts to a \$1-billion (or \$5 a share) transfer from Air Canada to Oxy and Canadian Airlines shareholders because of Air Canada's superior fleet and greater cash reserves. It also says its Star Alliance, with such partners as United and Germany's Lufthansa, is the better money-maker for Air Canada. Still, despite the tough talk, Milton does not rule out a deal if the Oxy offer is overruled—and, as he told *Macleod's*, if the 10-per-cent ownership limits are respected. If so, that may undermine the political case. Transport Minister David Collier is promoting unity Liberal MPs a full hearing and wants to lay out clear conditions on customer service and job losses if there is really going to be one major domestic airline in the near future. Milton's anti-Dallas rhetoric struck a chord with Liberal backbenchers who have Air Canada employees in their riding. But those sentiments have to be tempered: "There is no political approach for Canadian going bankrupt and 16,000 jobs being lost," a federal official said. With both MPs and CEOs reaching to wrap themselves in the flag, is there fabric to go around?

With John Golder in Ottawa

## Milton: 'A game of chicken'

*Macleod's Senior Business Correspondent Ron Lester and Senior Writer Robert Sheppard guide us to Air Canada CEO Robert Milton on Friday. Excerpt:*

**Macleod:** In your view, is one option for you to sit back and let Canadian Airlines go under?

**Milton:** Yeah, I believe American Airlines is playing a brutal game of chicken with Canada, saying: "It's our way or it all goes down in a pile of rubble—but we'll put \$650 million [into a merger] if we get to suck the life out of Air Canada like we did at Canadian."

**Macleod:** How important is it that Canada preserve the last limiting individual ownership to 10 per cent of Air Canada?

**Milton:** It's critically important. The vast majority of big national carriers around the world have some form of protection on ownership levels. There are two international examples in the last few years, Malaysia and the Philippines. Both those airlines have been taken over by individuals and have gotten into serious trouble. It is a frightening proposition to think of the airline industry of Canada reduced to a picture comparable to those two developing nations.

**Macleod:** Would you only a deal with Oxy and AMR if the money was right?

**Milton:** They can participate, but it has to be within the law. If Parliament changes the 10-per-cent law, that's fine. I believe the first thing the government should do is state that the 10-per-cent rule is not negotiable.

**Macleod:** Under the right circumstances, would you join AMR's OneWorld alliance?

**Milton:** I've got a responsibility to look at anything. If it was reconfigured and rejected and dealt with our employees properly, I don't have a problem.

**Macleod:** How much would it cost to pull out of your existing partnership, the Star Alliance?

**Milton:** Our relationships have not been based on that type of penalty. The logistics, the issues and the massive penalties—they're all on the side of American.



can. They make it much more difficult for Canada to do a deal with anybody.

**Macleod:** Is anyone willing in the industry to make a different offer, another Gerry Schwartz?

**Milton:** We've had expressions of interest from a variety of players, airlines and non-airlines. My sense is not, "Can we find what-ever we want to do", it's simply, "What is the best thing?" We do not have to come forward with something, but we are looking at alternatives. This is not Air Canada's problem. That's about one airline, Canadian, which can't find its way.

# The networking CEO

By Brenda Branswell

Micheline Bouchard cuts a striking figure in her Montreal office—dressed to the hilt in a cream suit, shoes with a shimmer and ample gold jewelry. The 52-year-old engineer clearly isn't a female executive hiding her femininity. Almost two years ago, Motorola Inc., the American electronics pioneer best known for its cellular phones and pagers, named her president and chief executive of Motorola Canada Ltd. Bouchard acknowledges that at a company filled with engineers, the CEO's appearance may jolt some—but that's fine with her. "I rather prefer to be underestimated," she says. "I prefer to surprise them in a positive manner."

Thrilling in male territory is nothing new for Bouchard, who enrolled in engineering physics at university in the mid-1960s. Since then, the Montreal native has carved out a career that has made her one of a small elite of women executives heading big Canadian subsidiaries of U.S. companies—a group that includes Maureen Kemp-

ter; in 1998, Motorola slashed 17,000 positions from its global workforce of 150,000. In Canada, 200 of 1,000 jobs were cut, but Bouchard says that, as the firm's fortunes have rebounded, domestic staffing has returned to 1997 levels. And the projects double-digit sales growth over 1998.

One of Motorola's problems was its reluctance to embrace digital technology, an innovation that has swept the wireless industry. The company ruled the North American cellular phone market in the mid-1990s, the days of analog frequency, but started to get cllobbered by rivals who were developing fancy new phones with digital technology and features such as voice mail. Nokia Corp. of Finland is now the industry leader; ahead of Motorola and growing Swedish rival, Ericsson Telephone Co. Inc. "Motorola gave the market away," says Einar Høy, a Toronto telecommunications consultant. "They had the dominant position in the market by far," Bouchard concedes that not enough attention was paid to trends. Customers, she says, told Motorola "it's not enough to have the best technology you've got to look at our needs."

Restructuring and product innovation appear to be working. Motorola is firing well with small, new cellular models that have "more features," says Lacie Syracus, an analyst with Prudential Securities in New York City. Its semiconductor business has surged and its stock has soared, closing last week at an impressive \$83 (U.S.). Second-quarter sales of \$7.5 billion are also a seven-per-cent improvement over last year. "It's making good headway," Syracus says. And the firm is moving into new end-users—recently announcing that it will buy General Instrument Corp., the leading manufacturer of cable set-top boxes for TVs. The \$16-billion merger would give Motorola a foothold in technology aimed at linking homes and businesses to phone networks and the Internet by cable.

Bouchard has ambitious goals for the Canadian operation, with a target of tripling sales in five years. In their strategic plan, she and her management team pitched Canada as a research and development hub for the company. Motorola has three R&D divisions: centers in the Toronto area and one in Vancouver. "We were able to demonstrate to our parent company that we have an abundance of engineering talent," says Bouchard. She competed against Motorola executives in other countries to land the company's new software development center for Montreal. Backed by generous subsidies from the Quebec government,



Bouchard, running the top reins of Canadian wireless innovation

Motorola will invest up to \$300 million in the centre—which started up in a temporary location in May—and create as many as 500 jobs over 10 years.

While some may think Bouchard doesn't look the part of the engineering CEO, the truth is she was almost born to the role. As a child, she built cranes with a Microcero set—and became smitten with her future profession at 14, when she organized a class trip to the École polytechnique, the University of Montreal's engineering school. Fascinated by what she saw, especially a large hydraulic crane, Bouchard vowed to study there. Her parents, a blue-collar worker and a seamstress, supported the idea. Being the only woman in her graduating class wasn't difficult, she says, the guys in the program treated her like a sister.

Job hunting after graduation in 1969 was a different story. In a booming economy, companies swarmed her male classmates with job offers. She went to 15 interviews and didn't receive a single offer. "I had not experienced during my engineering years—and therefore I couldn't understand," she says, "that the workplace would reject women engineers." An offer finally came from Hydro-Québec, which was paying low salaries and hadn't attracted enough engineers. "I was very happy to accept the job, any job," Bouchard says, laughing.

It took 10 years to get a promotion. Once, she competed for a supervisor's job with her fiancé, now husband, Jean-Paul Sarlin, who is also an engineer. "We wanted to use the system," says Bouchard. Although Sarlin told her that she was the best candidate for the position, he got the job. "What I learned when I didn't get those promotions early in my career is that I was not smart enough to develop a network of support," says Bouchard. "I thought being competent would suffice. What I didn't understand at that time was to be truly competent."

She rectified the problem. "She's a networker par excellence," says friend Michèle Thibodeau-DeGuzix, a fellow engineer and head of the United Way for the Montreal area. Bouchard has done stints as president of the Quebec Order of Engineers and the Canadian Council of Professional Engineers. She is now vice-president of the Canadian Academy of Engineering. Beyond professional associations, Bouchard has led charitable fundraising and has served as a vice-president of both the Montreal Chamber of Commerce and the Montreal Board of Trade. In 1995, she was awarded the Order of Canada. Currently she sits on the boards of Alliance For-Profit Products, Conby Durier Inc. and Sorel Canada Inc.

Bouchard married Hydro-Québec until 1987, having obtained a master's degree in electrical engineering by 1978 and continuing to rise through management. After leaving the utility, she worked at two Montreal-based information technology firms, before joining Hewlett-Packard in 1995.

Not surprisingly, the December, 1989, issuance of

## Micheline Bouchard leads the charge to win back Motorola's customers

An analog phone (left) and its digital counterpart (right) to embrace new technology

are Dukes, president and general manager of General Motors of Canada Ltd. and Bebbie Guise, president of Ford of Canada.

In January, 1998, Motorola plucked Bouchard from Hewlett-Packard (Canada) Ltd., where she was vice-president of business development. While the Motorola job put her on the top executive rung, it was no easy ascent—and there was no honeymoon period. It was a tumultuous year for Motorola, and Bouchard and company executives around the globe faced slumping sales (due in part to the Asian economic crisis), aggressive cellular rivals and a share price that slid to \$38 (U.S.) last October from a high of \$73 (U.S.) a year earlier. Canadian sales also fell to \$838 million last year from \$1 billion in 1997.

Motorola fought its way back, restructuring global operations—consolidating divisions and refocusing marketing efforts. "It was a very ambitious program," says Bouchard, who almost immediately implemented a new strategic plan for the Canadian division. "We had to make painful decisions, but we knew they were the right decisions." Job cuts were part of



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## Business

14 women at her show market, the Ecole polytechnique, left Bouchard shaken. She heard the news on her way to give a speech at a fund-raiser for troubled youth. "I had a lot of anger against that guy," says Bouchard, the daughter of the late Marc Lévesque. "I wanted to beat him." In her speech, Bouchard asked for understanding of troubled youth, while conveying this rage against Lévesque, himself a young man who had failed to fit in. Bouchard helped to organize the turnout for the students' funeral—and 700 women engineers paid their respects, wearing white scarves in solidarity with the dead.

One of Bouchard's causes is encouraging women in business. She heads the International Women's Forum of Canada, part of a global network of women leaders in all fields. "She's a strong believer that there has to be visibility of women in high positions," says Monette Milewski, a vice-president at the Board of Trade. Bouchard thinks the glass ceiling is rising a bit, especially in the high-tech sector.

She may have reached the top of the ladder, but neither Bouchard nor her company can rest on past accomplishments. At Motorola, she has seen the danger of shifting market trends. George Karidis, an associate director at the Yankee Group in Canada, a technology consulting firm, says, "It's not enough to be a leader in the market; you have to make sure they don't fall into the same trap they produce a product the world leaves and sit back and say, 'how we can milk that.'"

Bouchard relishes such challenges—and thrives on the hectic pace of her job. She spends most weeks at Motorola Canada's head office in Toronto, commuting to her suburban Montreal home in affluent St-Basile on weekends. Her husband works at an investment or a high-tech company and their young-adult son and daughter are students. While some women lament the difficulties in balancing work and family life, Bouchard is not among them. "I was thinking this morning that I'm so privileged," she says. "I said, 'I think I have it all.'" **GB**

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## Bucking the big trend

It is a Friday morning in late summer, and Scott Patterson is not supposed to be at work. Rather than lazing by the lake with his three young daughters, however, the 35-year-old CEO of Yorkton Securities Inc. has interrupted his vacation to return to the office. And undisturbed by any heat or languid trading volumes, he bounds about his corner compound, busily able to contain his enthusiasm. "I've been away from the office all week," he explains. "I'm kind of wound up."

Certainly nothing gets him going like a discussion of his firm or its place in the fast-changing Canadian brokerage business. First Marathon Securities Ltd. recently became the last of the large independent securities dealers to succumb to a big bank buyout in a deal with the National Bank of Canada. But rather than fearing about survival in a consolidated field, Patterson affirms the prospect. "We've always believed that this business would be polarized and the middle ground would be swallowed," he says. "We've been waiting for exactly this."

That, however, suggests a certain positivity. In fact, Patterson has been scrambling to convert Yorkton ever since he landed there in 1995 after leaving Midland Wilkyn Capital Inc. He is confident that small, flexible, highly focused "boutique" dealers like Yorkton will thrive, even though size and scope have ceased to be equalized with competitive advantage. His strategy is to focus on what Canada is all about. "In Patterson's view, that means covering not just national resource stocks and a hybrid blend of so-called sunrise or knowledge-based industries, all wrapped together under a clear brand image."

That presentation of the firm has taken considerable buffing. Patterson readily admits that in the early '90s, Yorkton was considered "a bit of a budget shop." The firm was dailies mostly by the promotion of Vancouver-based junior mining stocks to retail clients. "I was intrigued but skeptical when Yorkton approached me," says Patterson. "No question, the historical record of the firm was a concern." Still, for an ambitious 31-year-old, the offer of executive vice-president and the opportunity to make his mark were an irrefutable combination. "My grandfather wanted me to go back to school and get my MBA," he says. "But I could never resist getting involved with the new deal I thought."

His personal trajectory has been remarkable in a notoriously cutthroat business. Yorkton is owned by just over half of its 500 employees and Patterson is the biggest stakeholder, with a 12-per-cent interest. He notes, with no attempt at false modesty, that since he joined Yorkton, its price return on equity has averaged 73 per cent a year.

Ownership has always been an issue with Patterson. Two days before the 1987 market crash, he left RBC Dominion Securities for a chance to own his own firm. He moved to Yorkton, a small company of 100 employees, in 1991, where he specialized in bringing high-tech firms to market. "It was all very new and risky in those days," he says. "But I was hungry and young, and I was prepared to spend long hours scouting for new companies."

Patterson's vision for Yorkton is rooted in three prospecting days. While he has preserved the company's coverage of natural resources stocks, high-growth "lifestyle and leisure" industries have pride of place on the Yorkton roster. The firm has a team of investment bankers dedicated to companies that they expect to benefit from shifts in North American demographics. For example, to capitalize on the youth market, Yorkton has just underwritten a stock issue for a new, independent Canadian music company, Song Corp. And Patterson is weighing the investment potential of Club Link Corp., a golf course developer, and Four Seasons Hotels Inc., both of which target an aging, affluent population.

**Investment potential** can be harder to assess when it comes to the high-flying Internet sector. After underwriting three stock issues for Canadian online retailer Bid.Com Inc. (in which Rogers Communications Inc., owner of Montreal, holds a minority stake), Yorkton issued a sell recommendation as the shares soared to more than \$20 each earlier this year. Bid.Com management lashed out at that call, blaming the broker for its sharp decline in share price—which dropped to a low of \$5.50, but closed last week at \$7.45. Patterson admits it was a tough decision—and one that has continued to haunt his firm. When Yorkton led in the recent stock issue for Chapters Online Inc., he had to explain the Bid.Com recommendation to that firm's executives. "Sure there's a big risk attached when you conduct a client," says Patterson. "But if you never call a sell, what kind of credibility does your recommendation have?"

That investment in long-term credibility and the enhanced perception of independent research may be the shrewdest part of Patterson's game plan. But at the same time as he talks about plans to expand Yorkton's reach, he also notes that his predecessor at the firm, Bob Coon and Frank Guerin, left before the age of 40 to telegraph their personal profits and to pursue other ventures. That gave Patterson four years to execute his grand plan and to follow their example. Maybe he will even heed his grandfather's advice and get that MBA.

### Record fine for drug firm

The Federal Court of Canada fined B Hoffmann-La Roche Ltd. of Switzerland a record \$54.9 million after the firm and four other drug companies pleaded guilty to price-fixing. It was the largest fine in a Canadian criminal case. Between 1990 and last February, the companies fixed prices for vitamins and additives, inflating the cost of products such as cereal, hamburgers and bulk vitamins. The other firms were fined a total of \$37.5 million.

### Canizabes on the move?

Piil Laurie, a Missouri billionaire, bought the Vancouver Grizzlies for \$245 million, failing speculation that the National Basketball Association team will leave the city to play in St. Louis, where Laurie also owns the National Hockey League's Blues. Laurie said he would like to see the Grizzlies stay put but could not guarantee it.

### An extra \$2.9 billion

Ottawa reported a budget surplus of \$2.9 billion in 1998-1999, making the federal government's second consecutive fiscal year in the black. The year before, the surplus was \$3.5 billion. The Reform party and the 1998-1999 surplus could have been \$10 billion if the Liberals had kept to their spending promises. The last time Ottawa posted back-to-back surpluses was in 1952.

### Macroecon sparks trouble

Stock prices for high-tech and biotech firms dried after Microsoft's president Steve Ballmer said last Thursday that the volume of technology stocks have become "abundant." Investors were already uneasy about Japan's strong yen and the prospect of rising U.S. interest rates. The Nasdaq index closed Thursday with its fourth-biggest loss, losing more ground on Friday.

### Going public

Toronto-based Manufacturers Life Insurance Co. set an auction price at \$18 for its annual public offering. The firm had predicted it would price the shares in the \$18 to \$24 range, but reluctant U.S. investors forced the firm to open for the lower price. The shares finished their first day of trading at \$17.90.

## Autoworkers win hefty raises

### Jobless members of the Canadian

Auto Workers union employed by the Ford Motor Co. of Canada Ltd. celebrated a lucrative agreement with the auto manufacturer, but analysts worried about the deal's impact on auto and truck prices. The tentative deal, which was to be voted on over the weekend, gives Ford's 13,800 CWA members a 4.5-per-cent increase for each year of the three-year deal. Workers also get a \$1,000 signing bonus and substantially increased pension benefits. Employees with 30 years of experience can now retire at any age and those who do so before 60 will receive a minimum

payment of \$2,800 a month. Ford also agreed to send a letter to its parts suppliers, urging them not to interfere with attempts to unionize their plants. While both Ford and the CWA deny the deal will affect prices, Charles Reid, an automotive industry expert at the Toronto-based consulting firm Ernst & Young, said an increase "seems inevitable." The contract will be used as a template for talks with General Motors of Canada Ltd. and DaimlerChrysler Canada Inc., with the next round of negotiations set to start once the Ford deal is ratified. Joshua Mendelsohn, chief economist at the Canadian Imperial Bank of Commerce, was among those expressing concern that rich auto contracts could trigger inflation.

## Sears buys Eaton's place in the malls

Sears Canada Inc. struck a \$30-million deal with T. Eaton Co. Ltd., agreeing to keep open eight of Eaton's suburban stores with options on five others. The U.S.-owned retailer also agreed to pay \$20 million to acquire the \$490 million in net losses on Eaton's books. The deal is expected to save 1,000 jobs. The stores will operate under the Sears name, but the company will consider using the Eaton's name to sell goods on the Web or conduct the Eaton's catalogue. Eaton's filed for bankruptcy protection on Aug. 25.



A changing face, jobs saved

## Financial outlook

**The Canadian economy** could hardly be doing better, says a report by the Toronto Dominion Bank. Ralf Gerret, the bank's chief economist,

foresees the economy growing by three per cent next year, the best rate among the Group of Seven industrialized nations. (The International Monetary Fund also noted that Canada's economy will pick up, but forecast a 2.6-per-cent growth for next year.) TD sees plenty of signs of this improvement. Company earnings, for example, are expected to climb 15 per cent this year and eight per cent in 2000. The job market also looks rosy, with 350,000 new jobs forecast for 2000. And with improving commodity prices, the TD predicted that the Canadian dollar will end 2001 at 73.3 cents (U.S.).





Ross Laver

## Who's greedy now?

**Shame on you, Buzz Hargrove.** At a time when the auto industry is rewinning its profits, consumers are spending gleefully, the stock market is raising new millionaires daily and business leaders are plotting new and ever more imaginative ways to reward themselves with corporate salaries and breathtakingly rich stock option plans, you went ahead and negotiated a 4.5-per-cent annual wage increase for those fit-to-assembly-line workers at Ford Motor Co. of Canada Ltd.

How utterly irresponsible and greedy. Have you no conscience, no concern for the impact of this outrageous agreement on your fellow Canadians?

That, in essence, was the reaction of many economists and corporate executives to last week's Canadian Auto Workers settlement at Ford. Amazingly, some people who spend their lives studying the virtues of the free market have no trouble believing that a freely negotiated agreement between a company and its employees somehow offends the principles of the market economy. We're told, among other things, that the Ford settlement will push car prices beyond the reach of the average consumer and unleash a wave of inflation, forcing up interest rates and choking off Canada's economic growth.

Nonsense. The Ford settlement has everything to do with the current health of the auto industry and Ford's own desire to guarantee labour peace so that it can go on making buckets of money from the cars and trucks it assembles here and ships to the United States. No doubt Ford would be happy to pay its workers less, but let's put that 4.5 per cent increase in context as a result of last year's drop in the exchange value of the loonie, Ford's payroll costs in Canada fell by at least twice that amount in 1998 and remain low by U.S. standards. In the eyes of Ford's top brass in Dearborn, Mich., Canadian workers remain one of life's great bargain youngsters, better educated and more likely to show up at work on time than their U.S. counterparts, and cheaper to boot. As for the prospect of higher car prices, that's a red herring: the global auto business is so competitive that no manufacturer can unilaterally pass along higher costs to consumers without losing market share.

Will this year's settlement fuel inflation? It will if workers in other industries manage to corner similar gains from their employers, but that's unlikely given that few other union-



Hargrove: happy days at Ford

heavy sectors are doing so well in the auto business these days. Even the CAW recognizes that, which is why each of its bargaining units follows its demands to the specific company and industry. At Air Canada, for example, Hargrove recently negotiated a contract with pay increases of five, four and three per cent over three years, balanced by flexibility in the introduction of new technology that will eliminate some jobs. The company's chief executive, Robert Milton, told *Maclean's* at the time that the CAW was easily the most reasonable of the airline's four major unions. "Buzz Hargrove and the CAW handled the situation bang on the nose in terms of balancing the interests of the employees with the interests of the company," Milton said.

Critics of the Ford contract could have it both ways. For most of this past decade, while middle-class and poorer Canadians have suffered an erosion in living standards, executive incomes have been soaring. Last year was no exception for many senior managers, in part because the Asian financial meltdown temporarily reduced the value of their stock options. Even so, the median increase in CEO base salaries in 1998 was nine per cent, according to a survey of more than 300 publicly traded companies conducted by Ernst & Young, a management consulting firm. The same study found that 30 per cent of Canadian CEOs received more than \$1 million in total compensation last year. An additional 31 per cent had outstanding stock options worth at least \$1 million.

At many companies, the gulf between the highest- and lowest-paid employees has never been greater. Whatever one feels about that trend, it's more than a little hypocritical for those in or near the top end of the pay scale—By Street executives included—to object when 13,000 factory workers finally get a chance to flex some economic muscle.

Yet object they do. As a party hosted last week by billionaire Oshes Corp. chairman Gerry Schwartz and his wife Heather Newman, founder of the Indigo bookstore chain, in their elegant Rosedale mansion, one group of well-heeled guests was overheard complaining that the Ford settlement had set a dangerous precedent for the economy. This while uniformed waiters floated through the crowd bearing trays of smoked salmon, barbecued shrimp and other culinary delights. Surreal.

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*Delaney in 1931 (background);  
Brennan glowing over a rebellious life*

Cover

# Rediscovering Grey Owl

Truth doesn't get in the way of a good story

By Brian D. Johnson

The name is Owl, Grey Owl.

James Bond as Indian and bintie? The image seems preposterous in film. And the idea of Bruce Brennan, the current screen incarnation of 1937, playing a man who dedicated his life to saving the beaver sounds like one of those dubious-durable reminders from a B-rated movie. But casting Brennan as Grey Owl—the grandiosest fraud who became father of Canadian conservation movements—is oddly appropriate. After all, Grey Owl, like Bond, is a romantic son of the old school, an Englishman working undercover in an exotic land. Until his death in 1938, this “modern Howards,” as he billed himself, had fooled the world into believing he was a native half-breed, although he was really Archie Delaney from the English port of Hastings and did not have a drop of Indian blood in his veins. Like Bond, Grey Owl also left a trail of attractive women in his wake. And he had a weakness for alcohol. *Frodoes*, shakes not stirred.

Canadians often complain that their history lacks compelling heroes, but it would hard to find one more colorful than Delaney. Fulfilling a childhood fantasy of becoming “a red Indian,” he moved from England to Northern Ontario at 17 and literally went native. He became a trapper, adopted an Indian lifestyle, wrote a series of best-sellers about his adventures in the woods and finally married Brennan as native regalia in a pop-star masquerade for animal rights and forest protection. He was

the world's first celebrity environmentalist (page 58). And in this country of conflicting ideologies, he seems almost painfully Canadian.

Now in a new movie directed by Richard Attenborough (*Gladiator*), Brennan brings Grey Owl's legend to the screen. The picture, a Canadian-British co-production filmed mostly in Quebec, puts a Disney-fied gloss on its subject—distancing over the fact that Delaney was a big game and an alcoholic. It is a love story that does so just one of his five “wines,” the young Inqueen married Patsy (Annie Gilchrist) and the pet beavers that they adopt like surrogate children. But the story is a compelling one. And Brennan steps out of 1937's shadow to deliver a surprisingly strong performance (page 54).

As a famous Irishman playing a famous Englishman pretending to be someone else, the 46-year-old actor found he could identify with Grey Owl on multiple levels. “This role was rich in theatricality,” he told *Maclean's*. “You are playing an actor, an Indian who is not an Indian. He dressed up. He was a liar. He is, in many respects, the ultimate actor. Having lived in the wilderness, he flew so close to the light and burnt himself out with the force—by being famous, which is very seductive. The finality, the final of the bulb.”

Brennan knows a thing or two about the counterfeit nature of celebrity and the perils of being snipped behind the mask of a mythic character. “One thing [Brennan] could not bear to contemplate,” says Attenborough, “is

Wilding scene from the movie living together in the woods



playing James Bond for the rest of his life. So this picture, and its reception—I probably shouldn't be saying this—is desperately important to him because it's the first time that he has really wowed James Bond on an issue of the mixed eyebrow and all that sort of thing. In *The Thomas Crown Affair*, he is almost James Bond. And this is no different."

Last week, Brosnan and Armstrong flew to Montreal and Toronto on intense head-to-head publicity for the Grey Owl Native Trust, a Coconino, Que- based conservation charity. During a morning interview in Montreal, Brosnan seemed weary of talking about himself. "I'm permanently jet-lagged," said the actor, who had just finished promoting *The Thomas Crown Affair* in Japan and doing a spate of advance publicity for the new Bond movie, *The World Is Not Enough* (opening on Nov. 19). "I've painted myself into a corner with three films. It's like Archie—teasing, teasing, teasing."

In person, Brosnan projects a more rugged presence than the six-brained Bond persona would suggest. He is casually dressed in faded blue jeans, a tuxedo shirt and a black flower jacket. His brown hair is cropped short. Behind the English accent is a soft Irish lilt: Brosnan grew up in the Irish countryside, in County Meath, and—like Archie Belaney—was abandoned by his parents as a child and raised by relatives. In 1964, at the age of 11, he moved to England to join his mother. "I know what it's like to reinvent yourself," he says. "This is a territory I know, because of my own life, my own abandonment of... of family." Asked if he can elaborate, he says, "No, not really. It's too early in the morning to go there."

Idleness seems to be a sore point. People, after all, tend to assume he is English.

"Because of Bond," says Brosnan with a heavy sigh. "Whenever he utters the Bond word, his voice assumes the slow

weight of quail. And when asked about the buried Irish accent, he sounds wistful. "It's been cocooned so much over the years that when I go into acting mode, especially playing someone like... Bond... I suppress it. He is English, after all." Another heavy sigh.

Bond is the elephant in the room that Brosnan is trying hard to ignore. Despite Armstrong's claims to the contrary, the actor denies his decision to play Grey Owl had anything to do with escaping a typical image. "Bond is large on the landscape, and one is branded, moulded, whatever," he says. "But this wasn't about getting away from Bond. It was about working with Richard Armstrong. It was about portraying Grey Owl. It was about going off into the wilderness and having a bloody great time. Learning how to canoe. I love the countryside. It's a country boy at heart."

Brosnan was Armstrong's choice to play Belaney from the start. The producer originated nine years ago when British co-producer Diana Hawkes, the director's longtime colleague, set in a doctor's waiting room and stumbled through a two-year-old copy of England's *Country Life*, which was celebrating the 50th anniversary of Grey Owl's death—he had published his first articles in the magazine.

timeliness, screenwriter William Nicholson rescues it with comic relief.

Director Richard Armstrong, meanwhile, frames the saga with majestic images of the Canadian North. Pierce Brosnan plays the quietly scorned hero with a strong, subtle magnetism. And the drama, which starts so weakly, made wonderfully—there is a brilliant scene of Belaney in England visiting the two spinsters aunts who raised him. *Grey Owl* is worth seeing. But it's a shame that such an unconventional hero receives such conventional treatment.

E.D.J.

## It was perhaps inevitable that in a movie about a counterfeit Indian, native authenticity was an issue

"Diana came thundering back to the office," recalls Armstrong, "and she said, 'Dick, I've got the most fabulous subject. It's absolutely made for cinema. Have you ever heard of him? His name's Grey Owl.'"

The memories came flooding back. Not only had Armstrong heard of Grey Owl, but when he was a 12-year-old boy in England, in 1935, he lived up for five hours with his brother David to buy a ticket for one of his lectures. "He was a wonderfully impressive figure," the 76-year-old director recalls. "We queued up for another two hours to get him to sign his book [*Pilgrims of the Wild*]." It was the first of Grey Owl's two British tours, a 50-city campaign that caused a sensation. "In the United Kingdom, we hadn't seen a colored face," explains Armstrong. "The Asians hadn't come yet, or the Africans. So when an Indian, obviously, arrived, he was as big as the Rolling Stones or the Beatles."

With his own childhood fantasy of the "red Indian" obliterated, Armstrong set out to make the movie. But he had trouble casting Brosnan at first. Even after the actor had completed his debut Bond film, *Goldeneye* (1995), the director could not finance the movie on the strength of the star's name. After *Newsweek* (Nov. 1997), Brosnan was most bankable, but even then he and the director had to defer their salaries to meet the \$28-million budget.

Brosnan meets a demanding set of criteria for the role, according to Armstrong. "First of all, he has to be creditable as a half-breed, in physical terms. Also, you needed somebody not only with a considerable charisma, but who has the ability to hold an audience. Pierce played in rep theatres around the U.K. for a long time. He also has a very good ear for accents. But beyond all those things, you either believe that this man lived in the wild or didn't. It isn't something you can act, it's something you have to present." Ironically, the director adds, "the classic example is Sean Connery. I directed him in *A Bridge Too Far* [1977], in which he has this wonderful physical presence. Pierce has that pure excellence. He moves like a panther."

But rating 90% into an Indian, even a fake one, required work. The producers sent a canoe to his home in Los Angeles so he could perfect his J-jargon. He learned how to throw a knife. He rehearsed lines while learning to snowshoe. And Indian consultants tried to loosen up his dancing for a powwow scene. "To be convincing it's the role of an impostor. Brosnan simply tried to act like the real thing. 'Archie believed in every fibre of his body that he was Indian,' he says. 'So you play that. You play Indian to the best of your ability.'"

It was perhaps inevitable that, in making a movie about a counterfeit Indian, native authenticity became an issue. The

production hired Don Whooose, an Ojibwa, and his Algonquin wife, Ann Bouscop, with whom he co-founded the First Nations Drama and Dance Troupe. According to the couple, although Armstrong always insisted on authenticity, his producers' mind took short cuts. "They would have used anything to go on the cheap," charges Bouscop. "The segals for the dancers were awful—stereotypical Hollywood 'Tonto' stuff. It was embarrassing." She says she helped reconstruct the segals, and Whooose photographed the powwow scene to ensure it was correct. Brosnan was "a pretty sore thumb" in the scene until he taught him how to move, says Whooose, who claims that he ended up directing the scene and calling "action."



Brosnan, with Galspina at Pury, the one love of his life

Armstrong says "that is really serious." Then he adds "I was very anxious to pay proper respect to the native Canadians. We brought the best dancers from all over North America. And we had several native consultants. The difficulty was that the consultants didn't agree with the consultants." The director concedes, however, that there was a projected conflict with the dancers over their fee. Supposedly by ACTRA, the actors' union, they insisted on being paid as principal actors, not extras. The difference was hundreds of thousands of dollars, but eventually the producers gave in, setting what Bouscop considers a major precedent. "We're not background players," she says. "Those Buffalo Bill days of filling out the scene are over. We're cultural performers."

The movie's authenticity, meanwhile, is open to question on other fronts. Scripted by William Nicholson (*Shakespeare in Love*), the story focuses almost exclusively on the few years

## Romance goes native in Grey Owl

GREY OWL  
Directed by Richard Armstrong

**The life of Archie** (Grey Owl) Belaney was an extraordinary misadventure. Unfortunately, however, the filmmakers have packaged it as a love story, focusing on Archie's porous relationship with Pury, an urban Ingot who discovers her native roots in the bush with a fake Indian. The irony is rich, the story compelling. But Pury (Annie Galspina) is a whiny, irritating presence, the cliché of the hoodwinking pet helpmate babe who

with the hero into the wild after he tells her it's no place for a woman.

Slow to catch fire, the narrative is mired in treacherous moral cowardice—after Pury falls through the ice, Archie steps off her death to draw her out. Then, as Pury persuades him to quit trapping, and they adopt two adorable beaver; kismet, the drama is in danger of sinking into terminal cuteness. But so be it, for the better part featured prominently in Grey Owl's books and films. And whenever the movie dips into ac-

when Archie lived in the woods with Porgy, or Anishnaw. She was a 19-year-old waitress when they met at Northern Ontario's Lake Simcoe. Her father had planned to put her in a convent school in Toronto. Then, as she later wrote, "the appearance of this modern daguerrotype, a real live Jesse James, had set my imagination afire." But according to historical accounts, she remained him, and it was Belaney who had to persuade her to join him on his exploits. The movie, however, has her seducing him into the bush after he has tried his best to get rid of her.

The movie also shows Grey Owl finally confessing to Porgy his true identity, although, in fact, she never found out until after his death. Attenborough cheerfully admits that was "a total cheat," and essential for dramatic reasons. He also deftly narrows scope of the movie by pointing to *Chaplin* (1992), his biographical epic about Charlie Chaplin, which "wasn't anywhere as good as it should have been," he says, "because I tried to include too much." With *Grey Owl*, it made sense to focus on the romance with Porgy, he adds, because Archie called her the love of his life, and it was she who convinced him to quit trapping and become a conservationist.

Attenborough also felt it was important that she be played by a Canadian Indian. Anne Gálpeau, 21, a French-speaking actress, is just-Algonquian and grew up in Mississauga, Que. The director first saw her in a fleeting role in *Map of the House* (1993). When he met her, he was decided to discover she was only 14. "There's no way," he told her. "We're not making *Lolita*," but *Grey Owl* took so long to finance that the next time he saw Gálpeau, she was



Attenborough, Gálpeau, Brown: for the director, childhood memories of the 'red Indians' who caused a sensation in Britain

had the respect of the community he lived in. He wanted the best for this planet, the best for this nation. He was ahead of his time. And what a glorious way to be ahead of his time—to be an Indian."

Brown echoes the director's sentiments: "I think we live in a time of great denigration and charitable negligence," he says. "Our environment and our health go hand in hand. I lost someone to cancer and saw the denigration of that." (In 1991, the school with Gálpeau's father, died of ovarian cancer at 39.) "And where does that come from? Through this climate that we live in, which is polluted," Grey Owl says, he concludes, "you very real for me. There's a relationship to it, which I like, which is synonymous with being Irish."

And with being famous, which brings him back to the annoyance of being Bored. "You live with the character, and he's bloody annoying at times," says Brown, now basking himself for the release of *The World Is Not Enough*. "I acknowledge the positive, I enjoy it. The actor wants to be out there, to be recognized. But then you get it and it comes at you and it comes at you and it comes at you." Again, the heavy sigh. "I've had enough to last a lifetime with Bored. So there was that aspect of Grey Owl I could identify with, that wear and tear, the constant poking away of the psyche."

There is a funny look in the actor's eyes, a sign of sadness. And the sense that behind the misadventure of the red Indian, and the voice agent, there is an uncelebrated and who knows the world is not enough.

With Susan Giblin in Toronto

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## In true Hollywood tradition, the movie softens some of Grey Owl's rough edges

groom up. "I walked this gawling cat, who spoke very little English," he recalls. "We had to work not just on her voice, which was almost non-existent, but on training her to speak English with an English inflection. But her accent really pays off in the movie."

By dwelling so deeply on the romance, the filmmakers have, in true Hollywood tradition, softened some of Grey Owl's rough edges. He comes across as more the devoted husband than the alcoholic big game hunter. Even Brown, who says he is proud of the film, questions the portrayal. "The happy aspect didn't bother me," he says, "but the married aspect of his life, with the booze—when we took some of that away, we short-changed ourselves."

In the end, whatever the movie flaws, the filmmakers have tried to honour the cause of their Walter Mitty hero. "Grey Owl didn't go out to harm anyone," says Attenborough. "He



# Truth and Consequences

By Brian Bethune

Almost as soon as the man known as Grey Owl died in a Prince Albert, Sask., hospital on April 13, 1938, his many secrets began to emerge into the open air. That same day, *The North Bay Nugget* ran a story it had set on fire three years, revealing that the famous Indian naturalist was actually an Englishman named Archie Belaney. And not just any Englishman, he eventually turned out, but a binge-drinking bigamist who had had five "wives." His closest supporters, especially Louis Dickson, the Canadian-born London publisher who had made Grey Owl a household name in Britain, were devastated. They were desperately worried that all the good Grey Owl had done the cause of conservation would now be tainted with his bones. But the twists and turns of Archie Belaney's strange story by no means ended with his death.

Belaney was born in the English Channel port of Hastings in 1888, the son of a teenage bride and a reprobate father who soon left his family. Raised by two strict motherly aunts, Archie only began to develop elaborate fictions about his absent father, convincing the older Belaney with his own love of animals and fascination with North American natives. Those fictions became the basis of Grey Owl's imaginary ancestry as the Mexican-born son of a Scots frontiersman and an Apache woman—Belaney's standard account of himself within two years of his arrival alone at age 17 in Northern Ontario in 1906. In 1910, Belaney married an Ojibwa woman, Angelle Egwata, his first and only legal wife. The next year, already drinking heavily, he abandoned her and their daughter, Alice.

During the next four poorly documented years of his life, Belaney moved to eradicate his English accent. He also had a

Archie Belaney's life of deception brought his cause to the world



of his fourth wife, an Ingonew woman called Percy at Anishinabe, Belaney abandoned trapping. In 1925, he wrote a successful article for the British magazine *Country Life* about the passing of the wilderness way of life. The magazine's editors assigned him to write a book. During the two years he worked on *The Men of the Last Frontier*, Belaney told his closest friends that he lived among Indians, none that he had been adopted by Indians, and finally in 1931, that he was an Indian. After a trial at the name "White Owl," he settled on Grey Owl. From the book's publication until his death from pneumonia seven years later, he was an international superstar, one of the most famous Canadians of his day.

During his glory years, Grey Owl wrote more than 500,000

son with a Métis woman, who died of tuberculosis soon after giving birth. Belaney next emerged in Digby, N.S., in May, 1915, when he enlisted in the Canadian army. There he told the army recruiters that he was unmarried, thereby depriving Angelle and Alice of government financial support. Belaney was out of the trenches in a year, after losing a toe to a possibly self-inflicted rifle wound. While convalescing near his aunt's home in Hastings, he re-created a childhood friend, Ivor Holmes, and married her in February, 1917. When he returned to Canada that September, he told Ivor he would sail for her. They never saw each other again.

After the war, Belaney continued to fine-tune his identity as an Indian. He dyed his hair black and colored his skin with henna. His disgust with civilization, made almost complete by his combat experience, only deepened his concern for the shrinking forests of the North and the disappearing beaver. Under the influence



With Percy at Beaver Lodge around 1932: here of the wilderness

ings Grammar School graduate he was. (Only one contemporary critic noticed Grey Owl's raffish English, however, and missed Belaney—who could not admit the truth—by suggesting the untanned native had had the aid of a ghostwriter.)

Throughout the 1930s, dozens of people, including almost every Indian who encountered him, knew the truth about Archie Belaney. Yet none ever exposed him publicly. Angelle willingly admitted the facts to anyone who asked, including a *North Bay Nugget* reporter in 1935, but she did not initiate an open scandal. Those who knew Belaney either liked him—even the abandoned wives—or like the *Nugget's* city editor and Indian leaders who appreciated Grey Owl's support for natives, thought his message too important to risk busting. And when his death freed the *Nugget* to publish, writing of an international media frenzy, the Canadian response was surprisingly positive. "Of course, the value of his work is not jeopardized. His amusements as a writer and naturalist will survive," concluded *The Ontario Citizen*, in an opinion widely shared in the national press.

That didn't stop a generation of neglect, however, as another world war and unprecedented economic growth

two of which—*Pilgrims of the Wild* and *The Adventures of Sejo and Her Beaver People*—are still regarded as classics. He made another *Young's* *Wild* photograph him, even though Grey Owl missed a dinner engagement with Karsh and a church of Ottawa VIPs because of his involvement in a drunken brawl at a hotel bar. Grey Owl did manage to dine with Prime Minister William Lyon Mackenzie King, and he conducted two triumphant lecture tours of the British Isles, culminating in a three-hour audience with the Royal Family, including the future Queen Elizabeth II.

All the ironies of Archie Belaney's deceptive life came into play in that time. Currently his key message of preservation of wilderness and wildlife struck a responsive chord, especially in animal-loving Britain. And in the time-honored Canadian fashion, success in Britain brought acclaim back home. But what gained him a hearing in the first place was his assumed identity as an exotic noble savage, buttressed by his compelling storytelling power, itself polished through years of lying. His real upbringing provided him with his graceful prose. Grey Owl may have looked and sounded Indian, at least to urban audiences, but he was not like the Has-

pushed wilderness Canada out of the public consciousness. But the growing environmental movement of the late 1960s found inspiration in Grey Owl's work. "Grey Owl was a superb propagandist for the natural world," says *University of Calgary* historian Donald Smith, author of *From the Land of Shoshone: The Making of Grey Owl*. "He was the first to get it right—our uniqueness, our wonderful forests and rivers, what we were doing wrong—the first to tell us that we're in Canada. Remember you belong to Nature, not to you!"

In the early 1970s, Grey Owl's books came out in new editions and in 1972 CBC-TV aired a documentary on him. His books came out in print, and new works about his author continued to appear, including Smith's 1990 biography and Jane Billingham's lavishly illustrated *Grey Owl* (1995). Even Parks Canada, which had allowed Grey Owl's last home, Beaver Lodge in Prince Albert National Park, to fall into disrepair, was moved to action. It made the area around Beaver Lodge a protected wilderness sanctuary and named the cabin itself. That was a gesture that might have moved the enigmatic Archie Belaney. In a lifetime of deceit, loss of the wilderness may have been his only genuine emotion. ■

# Aging hormones

Tissue grafts prolong women's age of fertility

By Mark Nichols

**Beside Margaret Lloyd-Hart** as she flew from her home in Tucson, Ariz., to New York City last February was an extraordinary scenario: a case containing a frozen ovary that surgeons removed from her body during treatment of a non-cancerous condition eight months earlier. Because the lost

ovary, says Dr. Margaret Somerville, a medical ethicist at Montreal's McGill University, "would be totally unacceptable, I think it would contravene the profound respect we should have for the mystery of the transmission of human life."

Lloyd-Hart's operation came about as the result of a dogged determination to overcome her unwanted menopause.



Gosden (left), Lloyd-Hart: theory tested success

her other ovary as a teenager after doctors found a cyst on it, the 29-year-old professional belly dancer was experiencing premature menopause—with the hot flashes, energy loss and other unpleasant symptoms that usually plague much older women. Two weeks after the flight, Dr. Karlek Olney of New York Methodist Hospital made a daring attempt to reverse the process. First, he rushed together 60 segments of the preserved ovary. Then Olney attached the tissue to Lloyd-Hart's pelvic wall, close to the ovary's original location. The operation was a success—as for Olney and a

British colleague revealed last week that when they stimulated the implanted tissue with hormones in June, the reconstructed ovary produced an egg. The procedure, predicted Olney, "will find many more applications in the future."

That could be putting it mildly. Lloyd-Hart's case, and a second ovarian graft that Olney has since performed on an infertile woman in New York, opened the prospect of ovarian tissue banking for women afflicted by early menopause or cancer—or as a way for women to postpone menopause in order to have babies much later in life. But the breakthrough raised theory ethical issues, including the prospect of ovarian tissue from aborted female fetuses being grafted into infertile women. That op-

posing hostility in Britain to some scientific developments is influencing his decision to come to Canada. But Olney plans to propose legislation later this year that could ban some kinds of reproductive technology—just the kind of abortion Gosden abhors. "I hope that Dr. Gosden will not be disappointed in Canada if this happens," said Dr. Seung-Lin Tan, the head of gynecology and obstetrics at the Royal Victoria.

Gosden insists that, at least for the time being, ovarian grafts should be used only to preserve the reproductive functions of women with cancer whose ovaries have been damaged by chemotherapy or radiation. "We wouldn't want to put a perfectly healthy woman through a procedure which is still experimental," he told reporters. Ethicists and other experts generally agree that ovarian grafts could prove a valuable way of helping women ridden by disease to restore their reproductive ability. But they also lift that the prospect of older women seeking ovarian grafts in order to delay menopause would raise ethical and financial issues. "I don't think we should prevent women who simply want to put off child-bearing from having the procedure," says Somerville. "But I don't think we'd want to use maclean money to pay for it."

Beyond that, should access to the procedure be unlimited? Dr. Patricia Baird, the Vancouver pediatrician who led the royal commission on reproductive technologies, which reported in 1993, favors some kind of screening, just as there is for adoption. If women in their 50s, or older, wanted ovarian grafts, she says, "you would have to assess their health and other aspects of their lives before you went ahead." Still, Baird wonders how many older women "would really want to go through the whole business of pregnancy and childbirth at later ages." That practical consideration could ultimately dampen controversy over the latest development in the sensitive realm of reproductive technology. ■



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The Maclean's Excerpt

# Eaton's versus Simpsons

In the 1950s, the two department-store chains used classic weapons, including espionage, in the fight for retail supremacy



The 1950s may be nearly half a century past, but the issues of that decade still resonate today. In a new collection of articles from the archives of Maclean's, Canada in the Fifties, published this week by Penguin Books Canada, those concerns between past and present are vividly shown. Among the leading stories of that decade, as reported in Maclean's, is a private school education better than a public one; do a handful of businessmen carry the much-economized debt; does the CBC deliver full value to taxpayers; and are we giving too romantically across too soon. And, as ancient Editor Fred Bodsworth

wrote on Feb. 1, 1955, it was a time when Eaton's continued to dominate department-store sales despite a challenge from a rival named Simpsons-Sears.

When Simpsons-Sears Ltd. opened one of its plush new stores on the outskirts of Hamilton last November, the downtown Hamilton store of the T. Eaton Co. sent a huge bouquet of white mums with good-luck wishes. Then Eaton's, having observed business protocol, quietly began to do everything in its power to prevent those good-luck wishes from coming true.

For Hamilton had temporarily become the focal point of the nation's hottest merchandising battle—the coast-to-coast Eaton's-Simpsons' struggle for the biggest slice of Canada's billion-dollar-a-year department-store sales. Eaton's has had the biggest slice by far, with annual sales probably double those of Simpsons. But 26 years ago, after some 80 years during which Simpsons didn't seriously challenge Eaton's lead, the Robert Simpsons Co. joined forces with the powerful Sears

to open a flagship store in 1954, site of the Eaton Centre today; a merchandising war was virtually every home from Alder to Winnipeg.



The identity of the department stores' 'comparison shoppers' is kept secret, because their duties include spying on their own staff

Roeback Co. of the United States, set up the new Simpsons-Sears and began a program of swift and aggressive mail-order and store expansion with the apparent aim of toppling Eaton's from its long-held spot on the top of the department-store heap.

Simpsons is still a long way behind, but it is challenging the Eaton's colossus as it was never challenged before. The merchandising war is reaching into virtually every Canadian home from the Eskimo towns of Aklovik to the mountains of Westmoreland, for there are few Canadians indeed who do not at some time or other buy something displayed in an Eaton's or Simpsons' catalogue or store.

The Hamilton battle last November was a miniature of the nationwide struggle. Hamilton had been an Eaton's stronghold for many years. Its six-floor downtown store had been the city's biggest—in size, sales volume and prestige. But the long-standing Eaton's supremacy was threatened when the darling new Simpsons-Sears store opened at the city's eastern outskirts. Eaton's, on its six floors, has 190,000-square feet of selling space; Simpsons-Sears on two floors has 220,000 feet. But perhaps more important for today's shoppers, Simpsons-Sears is surrounded by a floodlit, 17-acre parking lot, large enough to accommodate 1,500 cars—more parking space than on all of Hamilton's downtown streets.

Eaton's had been planning for the Simpsons-Sears opening almost as long and as carefully as Simpsons-Sears itself. Early last fall, when it became known the new Simpsons-Sears would be open six full days a week, Eaton's, which had always closed Saturday afternoons, began to stay open all day Sunday.

The opening was scheduled for Wednesday, Nov. 17. On the preceding Sunday, Eaton's launched a sale that it called a "Pre-Christmas Shopping Festival" and handled it with four pages of advertising in the Hamilton Spectator. It splurged with its best bargains the night before the Simpsons-Sears opening, and begged them with a "no telephone or mail-order" restriction to lure customers downtown from the equally attractive bargains Simpsons-Sears was offering to reach its suburban opening.

One of Simpsons-Sears' best bargains was on women's woolen sweaters normally priced up to \$10.95. It cut these to \$4.98. Next day, Eaton's featured the same sweaters for \$4.98, too. Simpsons-Sears had 59-cent nylon on its first day; Eaton's had 59-cent nylon the next day.



Eaton's 1994 catalogue; Simpsons-Sears' 1994 Christmas edition; Simpsons' Toronto flagship store, 1952 (right); nearly all Canadians bought from one of the chains

Hamilton hadn't had such a week of bargains in years, and each store did a roaring business. But Eaton's didn't lose many shoppers from the Simpsons-Sears opening. As has happened everywhere that a new Simpsons-Sears store has opened, crowds began gathering long before the opening ceremony. Fifty police rode to untangle traffic jams that extended like spokes of a wheel in every direction. When the doors of the store were thrown open, a crowd of 7,000 swept in. "It was havoc," said L. E. Coffman, former manager of a Sears Roebuck store in Omaha, Neb., now manager of a new Simpsons-Sears in Hamilton. "We sold out our main brand of refrigerator the first day—105 of them. And that first day we sold 12,000 pairs of nylon hose, practically every one we had."

The dollar value of the business Eaton's does is one of Canada's most closely guarded business secrets. Eaton's is a family-owned company with no public stock, so it does not have to reveal business figures except in confidence to the government. But the Dominion Bureau of Statistics publishes each year the total business by all Canadian department stores—around \$1 billion. Since many stores publicly announce their figures, it is possible by elimination to arrive at a total sales figure that must be Eaton's. By this means it is estimated that Eaton's stores and mail-order

offices sell between \$450 million and \$500 million worth of goods a year.

For a majority of Canadians, Eaton's and Simpsons-Sears are not city or suburban stores at all, but the fiercest rivals on the far flung mail-order catalogues that are owned equally now each year in practically every Canadian rural and small-town home. In many thousands of those homes, Canada's two big mail-order catalogues from the rain, offer the only link with the outside business world. They and the Bible are the three books you are sure to find in every farmhouse.

Today's mail-order customers are more conscious of style and fit than they used to be, so both catalogues bulge with charts and measuring advice. Eaton's has a half-page chart to order a suit; Simpsons-Sears helps women find out if they are petite, shapely, classic or tall in nylon-stocking sizes. Eaton's provides a diagram telling women how to wear a bra; Sears does the same for "support and flattery."

Mail-order sales represent about half the total business for each store, so the stores are large. Offices of both sides

manually declare they wouldn't think of spying on one another's catalogue prices ahead of publication, yet both warn their catalogue-production divisions with a security system as tight as the Prime Minister. "If the other people got possession of advance proofs of our catalogues, they could craftily use, practically put us out of business," said J. H. Thomson, Simpsons-Sears catalogue manager. "They could beat us on every price and we couldn't do a thing about it for six months."

Soon after the Sears deal was announced, Eaton's began to boast of its long all-Canadian background in a disavowal of patriotism skillfully designed to contrast with the newly acquired U.S. roots of Simpsons-Sears. Instead of calling itself simply "Eaton's" in its ads and on its delivery trucks, it suddenly blossomed forth as "Eaton's of Canada," symbolic maps of Canada, and Union Jacks to draw attention to its British-made goods, were spattered through the Eaton's catalogue.

Meanwhile in Toronto, the birthplace and modern headquarters of both firms, the national biggest individual Eaton's and Simpsons-Sears stores have each other across narrow Queen Street, eyeing each other's movements like belligerent eagles on neighbouring crags. Every shopping day a surging stream of shoppers flows back and forth across the street between the competing stores. What the shoppers do not know is that among them often are Eaton's or Simpsons' spies. In the trade, they are called "comparison shoppers," who have made it virtually impossible for one store to have an exclusive bargain more than a few hours: the other store's comparison shoppers spot it, rush back home with the word and the bargain is quickly duplicated in the second store.

The identity of comparison shoppers is kept secret in their own stores as well as outside, for their duties also include spying on their own staff. A Simpsons' comparison shopper recently bought at Eaton's a dress she deliberately selected as requiring alteration before it would fit. Then she bought a dress at her own store that required the same amount of alteration. Her own store, Simpsons, waited one day longer to make the alteration. Next day, the department manager was clearly informed that Eaton's was giving faster alteration service and that his service must speed up or else.

Both stores refuse to discuss their comparison-shopping staffs or methods, hardly admitting that such staffs even exist. But one thing is certain—the battle of the big stores has only begun. ■





Allan Fotheringham

## The man no one knows

Manitoba voters have just inherited a very queer duck. They have elected a charlatan who doesn't really care by what route he achieves power as long as he gets there.

Running new premier Gary Doer is a grown man who fooled close friends and even a former girlfriend as to his exact political leanings. (It was Mick Twiss who observed that "man is the only animal that blushes—or needs to.")

The NDP leader is a persistent lad, govt. This was his fourth try for the top office and he willingly admitted that if he didn't win this time he would resign as his party's boss. He finally made it. That shows true grit.

The only puzzle is that this supposed socialist flirted openly with the Conservative party floor as his route to the premier's chair. Gary Filmon, his longtime foe, knows his rival only too well. He thought his frequent social companions, some 15 years ago, was, short, a Tory.

A bearded Filmon has testified that he was courted by Doer who was going to run for the Conservatives in the 1986 Manitoba election—Filmon then being leader of the official Opposition—until the very morning that Doer announced he was running for the NDP.

The beautiful Janis Johnson says the same thing. Now Senator Janis Johnson, she dated Doer for four years. She came from solid Conservative roots. She was formerly married to Frank Moore, then the Conservative premier of Newfoundland. Her father, Dr. George Johnson, was the health minister and then education minister in Duff Roblin's Conservative government and then Manitoba's lieutenant-governor.

She remembers her date as expressing great interest in her family's party and assisting her that there was where his future was headed. This seemed rather strange, since Doer at the time was a trade union leader, head of the Manitoba Government Employees' Association. At the very time when Janis Johnson had been approved by Brian Mulroney, in 1983, as national director of the Conservative party in Ottawa.

"When I first met him," she recalls, "he was really interested in being premier of Manitoba. That was one of the first things he ever told me. And I said, 'Wow, that's fascinating. It's a great ambition to have.'"

It would be a great ambition for anyone. So much so that just two months before announcing his flicky to the NDP in 1986, Doer met with a Winnipeg Conservative constituency

association to talk about his possible candidacy. Senator Johnson remembers the now-premier celebrating with her at Mulroney's 1984 victory dinner in Ottawa.

We must understand, first of all, Gail. Gail, on the shores of Lake Winnipeg on a boat north of the capital, is the WASP summer retreat for Winnipeggers of substance. It was founded a century ago by Icelandic fishermen driven from their lonely island by famine. The dormitory school is called the Dr. George Johnson School—since the onetime country doc delivered most of the children enrolled there.

It is where such as Janis Johnson introduced non-WASPer Filmon—four cottages away—to non-WASPer Doer and a long-standing double-dating (Mrs. Filmon being Janis's) relationship began in this political deal that even Agatha Christie could not have invented.

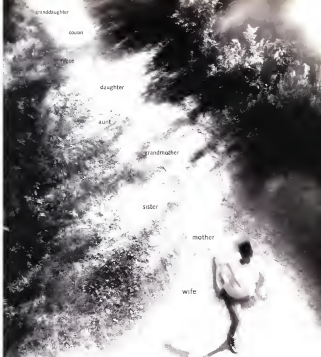
Doer's dilemma, not knowing who he is, is replicated everywhere in modern societies. In Britain, Tony Blair has degraded and abandoned all those giddy coalition supporters with his "Third Way" platform, evincing a social democratic path that leads to the centre of the political spectrum and—roadside—Coal Britannia.

In Germany, Gerhard Schröder with a new sophy wife is trying the same, with not too much success. In Canada, Alexa McDonough—last in her father's millions and with new spouse David MacDonald, a United Church minister from Prince Edward Island last seen as a Tory MP from Roseville in Toronto—is trying to move her party to the middle, moving union tycoons Bob White and Buzz Hargrove to chastise to flee the flock.

It's a rough trip, with Romanov Lite—he once trying with an invitation to join the Trudeau cabinet—being whisked into a minority position in Saskatchewan.

One recalls one wonderful Sunday brunch in an Ottawa home filled with Newfies, friends of now-Senator Johnson from her years on The Rock, great food, great drink, great outrageous stories and songs that went on to great sendown. And all the while the now-premier of Manitoba sat in the corner, never saying a word, never contributing, watching carefully and smiling.

Manitoba voters may think they've got a semi-demi-socialist as their new premier, but they don't know what they've really got. No one does.



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